

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXIX

NEW YORK, FEBRUARY 21, 1931

No. 9

Sales begin
MARCH 12

Mary
Roberts
Rinehart



MY STORY

A tremendous audience is waiting for this book—and it's priced so they can buy it. Rush additional stock orders now! \$2.50

Imprinted postcards --- 7-piece window displays available.

FARRAR & RINEHART, 12 East 41st St., New York

Watch out for

"white face!"



Coming
March 13th



the greatest thriller by

**EDGAR
WALLACE**


since the Crime Club began!

This is one of the "Wallaces" they've been asking for! Elusive motives. Sudden startling developments that wreck your conclusions. Horrifying events in a


crime-haunted slum. A work of genius in a murder-mystery. The kind of Wallace that warrants *rush orders* — probably his best since America has been reading him! \$1.00



THE CRIME CLUB INC.
Garden City, N. Y.

You know the successful record
of "Generals
Bed." The sales  of this
new novel will be further

A CHILD

proof of the appeal that
this powerful  writer
has for the public.

IS BORN

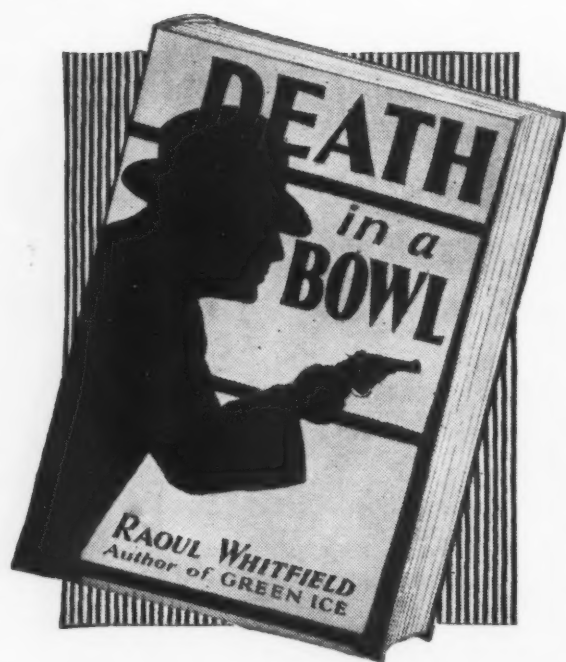
Publication date, March 9th  \$2.00

CHARLES VALE HARRISON

AUTHOR OF

GENERALS DIE IN BED

JONATHAN CAPE & HARRISON SMITH



DEATH -IN-A- BOWL

BY RAOUL WHITFIELD

AUTHOR OF "GREEN ICE"

P
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The glittering Hollywood background—the murder of an internationally famous maestro in the Hollywood Bowl before twelve thousand people—the undercurrent of trickery and jealousy—the excitement and swift pace—the second brutal kill made by the murderer to cover his tracks—cold blooded Ben Jardinn, a private dick—a beautiful star—a famous director and a no less famous scenario writer—should make "Death in a Bowl" sell even faster than "Green Ice."

\$2.00

PLACE YOUR ORDER NOW



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from THE INNER SANCTUM of
SIMON and SCHUSTER
Publishers • 386 Fourth Avenue • New York



Thomas Craven, Author of MEN OF ART

111 Today *Your Correspondent* is going to talk about himself as an Art Lover—please don't hold up your hands in horror—which is the equivalent of talking about nothing.

111 Y. C. has gone to Art Museums in New York, London and Paris, and has memories of sore feet, and bewilderment and boredom. *Rubens* has meant fat ladies with rather white skin, *Rembrandt* portraits with the right side underdone, and *Watteau* quite a lot of fog. He has read art books, but evidently with not enough attention. In other words, what might be described as paint blind.

111 When *The Story of Philosophy* made philosophy for the first time intelligible to this particular member of *The Inner Sanctum*, he welcomed with glee the proposal for a book that would make artists human beings. It was LEWIS MUMFORD who suggested THOMAS CRAVEN for the job. CRAVEN had written a novel called *Paint*, and a great deal of art criticism which was understandable. This was in 1927. CRAVEN called at *The Inner Sanctum* and was asked to go ahead with such a book on art. The largest advance payment on record (for *The Inner Sanctum* up to that time) was agreed upon, in order that CRAVEN might go abroad, study source materials and write a book in an unhurried manner.

111 CRAVEN left for Europe that year, and for over three and a half years has been working slowly, steadily and brilliantly.

111 The manuscript came in last October, and has been at the printer and photo-engraver. It isn't a rush job. It is a superb book, and we plan to publish it as well as we know how.

111 The finished book will have 40 full page plates bleeding at the edge of the page. It has been designed by ROBERT S. JOSEPHY. It is a dignified and beautiful piece of book-making, we believe, worthy of the writing that CRAVEN has put into it.

111 Since CRAVEN's book is not so much a history of art as an account of the lives of the artists, the title is *Men of Art*. Men they are, human beings as well as painters.

111 *Your Correspondent* doesn't know whether many booksellers have blind spots for Art, like himself. If they have, a revelation is ahead of them. They will (like Y. C.) go to art museums *voluntarily*. They will come to see beauty in *Titian* other than the usual kind. They will be in complete awe before the non-artistic pursuits of CRAVEN's subjects.

111 We believe there is a field and need for *Men of Art*. We believe that this need exists today and will continue even after larger buildings than The Empire State are constructed.

111 *Men of Art* will be published in April. The probable price is \$5.00.

111 Published much sooner (in fact already out by the time this issue of the P. W. appears) is *The Cross Word Puzzle Book, Series 19*. Advance sale a little over 9,000 copies. Published on the 19th also is a novel by a new-comer, LAURENCE OLIVER, entitled *The Secret Image*. It might be called a good circulating library book—and is, but is much too good to be called that anyway.

111 Coming on February 26th is *Overture*, WILLIAM BOLITHO's play. It is not exactly the version that appeared on Broadway, but the play as BOLITHO wrote it last Spring just before he died.

111 On February 26th will appear the answer to "and what are you perpetrating on the public this year?" Title *Mental Whoopee*, author JEROME MEYER, price \$1.50. Not exactly a book, but so much like one that we are offering it to booksellers in the hope that they will put it out on the counters and give their customers a lot of fun.
—ESSANDESS.

Since this ad was written, *The Inner Sanctum* has had word that *Men of Art* has been selected by The Book of the Month Club for its April book. This changes the "probable price \$5.00" (see paragraph 10) to \$3.00.

At \$3.00 *Men of Art* will be a superb bargain, a bargain, in fact, which it may be impossible to continue, except if the demand is large enough to print in editions of 25 or 50 thousand. Your Correspondent accordingly suggests to booksellers that they figure out requirements now, since *The Inner Sanctum* can guarantee to fill only initial orders at the \$3.00 price.

The story of a woman of action

by

Elizabeth Jordan

Elizabeth Jordan's mystery stories are the kind no one can lay down unfinished. Now, along comes Miss Jordan with a non-mystery story—her first in many years—the story of a brilliant woman so self-centered, so sublimely, passionately and monstrosly selfish that no reader will be able to lay *this* book down before reaching the end of her strange story. Miss Jordan draws characters with strokes that cut like a knife, with words that hit the mark. Every small city has its Katherine Atwood, but we'll wager that not one of the real ones is one-half as real as the "woman of action" of this gripping novel.

by

Elizabeth Jordan

Author of *The Devil and the Deep Sea*, etc.



the Four- flusher

THE CENTURY CO. \$2.00 · March 20

DUTTONATIONS

☞ A Monday—but certainly not the proverbial blue Monday!

☞ **READER, I MARRIED HIM** was published on Saturday. Everything we had hoped for came true. We even hurdled Friday the 13th (the day before publication) without serious mishap (ask Mr. Sharpe). We had been working on this book day and night since December 1—no wonder we draw a sigh of relief!

☞ Four large printings before publication, a fifth printing for last-minute orders on the 14th, sixth printing coming in this afternoon.

☞ The book has broken all advance order records for this firm. The largest advance from both the big New York jobbers since almost before we can remember. Imagine our surprise when, in addition to this, one of these jobbers gave us a second large advance order on top of the first three days before publication.

☞ A big Chicago jobber not only gave us one of the largest advance orders, but in addition gave us a second advance order half as large as the first five days before publication date, a third advance order of the same size the day before publication, then to cap the climax gave us another quantity order telegraphed in this morning, another record gone by the board for Chicago.

☞ We won't even begin to enumerate the records set up by the various retail outlets. There are too many and we would bore you. With hard times staring us in the face the booksellers set up this record, as any one of them will tell you, without any high-pressure methods whatever from the Dutton sales force. And are we appreciative!

☞ We wish we had room to tell you what the critics are saying. We will try and give you as many reviews as we have room for next week. Suffice for the moment what Fanny Butcher said in the Chicago Tribune: "**READER, I MARRIED HIM** is a whim and a wham. The characters are even more happy than the Selbys. We would like to have one of those popularity thermometers nailed on to the Times Square building and watch the mercury in it leap on its way to another 100,000 sale."

☞ *More good news*—the second large printing of **THE UNDERWORLD OF PARIS** melted away even faster than the first. The third large printing will be ready the day you read this advertisement. Starting as a best-seller at Brentano's, it next appeared on the Womrath best-seller list and each day continues to make new best-seller lists throughout the country.

☞ When we told people we were going to spend \$4000 in advertising **THE STORY OF SAN MICHELE** during January they didn't think much of the idea. If we told you how many copies of this book we sold during January as a result of this advertising you wouldn't believe us. Through one retail store alone we sold over 1600 copies in January. Five retail outlets sold more than 500 copies each during January and nine retail outlets sold more than 250 copies

each during January. We are spending another \$4000 the last of February and during March.

☞ Much to everyone's surprise, this book headed the Publishers' Weekly national best-seller list for January, followed in second place by "Little America," "The Education of a Princess" being in third place. On the Baker & Taylor January list it was in third place, preceded by a dollar book on Bridge and a book for Sunday School teachers. "The Education of a Princess" was in fourth place, "Little America" in seventh place.

☞ It has also been leading many of the local weekly best-seller lists most of the time during January and early February, such lists as Womrath's, Chicago, Philadelphia, etc. "Variety" reports that it has been their best seller continuously for six months. They are now giving it the title of "DEAN OF THE BEST SELLERS," a phrase we will make good use of in future advertising. Most astonishing to everyone has been the ease with which this book has met the competition of new non-fiction books.

☞ Have you been following the reviews of **MR. FORTUNE EXPLAINS?** Reggie Fortune is certainly one popular sleuth with the American critics and mystery fans. We could use up this whole page with critical chuckles of delight on this book alone. We will let Mr. Woollcott sum up for the others:

"Reggie Fortune is, I think, the most engaging detective invented since Sherlock Holmes."—Alexander Woollcott.

☞ During the first week of March we will publish **1066 AND ALL THAT** (Price \$1.75). This is the book that F. P. A. raved over, saying he thought it was the most "comikal" book ever he read and that all of his friends to whom he read it aloud thought so too.

☞ This is the book Alexander Woollcott mentioned over WABC, not knowing that it was to be published in this country: "Another boon has befallen me this week and that is a funny book (I mean a really funny book) one that makes me howl with laughter and makes me into a public nuisance because I keep button-holing infuriated neighbors and reading passages aloud to them."

☞ This is the book Noel Coward first discovered (and his friends alone ought to use up the first printing). We understand that the English publisher has already sold 78,000 copies. While we have even more optimistic hopes, praise be to Allah if we sell an equal number!

☞ P.S.—Do not forget our warning about **MULATTO JOHNNY**, the Dutton Prize Book for March. This is the most unusual book of fiction we have ever come across. The price will be \$2.50. The Dutton Clue Mystery for March is **COBWEB HOUSE**. Both books will be published March 3.

☞ P.P.S.—One retail store which had increased their advance order on **READER, I MARRIED HIM** to 750 copies before publication, reordered 250 copies on publication, and to-day another 750—a total of 1750 copies from one retail outlet in 3 days. We hereby submit our resignation from the 1000 (from all sources)—a-Week Club.

J. M., Jr.

Distinctive Novels for Early Spring

CALL HER FANNIE

by *May Edginton*

\$2.00

A gay story of an irrepressible girl who tries earnestly but futilely to be serious and purposeful.



NEW DREAMS FOR OLD

by *Mary Badger Wilson*

\$2.00

Two young people work out their own salvation and save a marriage which threatens to end in divorce.

HONEYMOON 'TRAIL by *Gertrude Pahlow* \$2.00

Through a clever deception, a poor girl wins a wealthy husband, but she finds happiness in the exposure of her duplicity.

SYLVIA by *Louise Platt Hauck*

\$2.00

Sylvia was the victim of unrequited affection, so she sought the high mountain peaks and there found a panacea for her broken heart.

THE GREEN LIGHT by *Louise Landon* \$2.00

A week of ghastly events culminates in a baffling murder. It takes a crack newspaper reporter to untangle the mystery.

BLAZING TUMBLEWEED by *Peter Ash* \$2.00

Wayne Harlan was brought up to believe that he was especially favored of the gods. But he had the courage to face the sham and reconstruct his life.

DANCING DOLLARS by *Ruth Wright* \$2.00

Beautiful Arlette was an expert at making the dollars dance. After marriage, however, her genius leads her into many difficulties.

THE PENN PUBLISHING COMPANY

PHILADELPHIA

Instant Successes!

The Bridge of Desire

Warwick Deeping's great novel of marital unrest. "If a million wives would read this novel there would be 50 per cent. fewer divorces in this country." This opinion of a critic tells why it will meet with a whirlwind of demand and why it is in its

4th Large Printing Before Publication

(Ready February 27th. \$2.)

Blonde Baby

by Wilson Collison, who wrote the famous play "Getting Gertie's Garter." Cassandra, the heroine of this story, who "won a Perfect Leg Contest in Brian, Ohio," is a pretty good reason why gentlemen really should prefer blondes. "I'm brighter than a chorus girl and not dumb enough for a gold digger," quoth the same Cassandra.

3rd Large Printing Before Publication

(Ready February 27th. \$2.)

Paens of Praise Greet

WINIFRED HOLTBY'S

Poor Caroline

in England. Read what the English critics say of the latest book of this rising young novelist which we shall issue on March 13th.

Frank Swinnerton in the Evening News—"Will attract a great deal of attention . . . admirable . . . I shall be surprised if it is not a success."

S. P. B. Mais in the Daily Telegraph—"A delightful book—Mere-dithian humor."

Arnold Bennett in the Evening Standard—" . . . of a various picturesqueness . . . strongly conceived, carefully planned and admirably written."

Gerald Gould in the Sunday Observer—" 'Poor Caroline' . . . is funny, pathetic and true. Its characters live."

Roger Pippett in the Daily Herald—"Easily the wittiest novel of the season." \$2.50

This is a sure winner

ROBERT M. McBRIDE & CO., 7 West 16th St., N.Y.

At last- popular, for all

McBRIDE DOLLAR

Rapid Turnover—Big Profit

The Spring Demand is Big and Insistent!

FAMOUS TITLES

From the most popular travel books of today on the lists of all publishers McBRIDE has chosen these notable titles, distinguished for their rapid and continuous sales year in and year out. Well known, and in constant demand at higher prices, these books now at \$1 are the most attractive reprints you can offer.

WELL-KNOWN AUTHORS

The list presents travel books by authors whose names set the seal of success on *any* book: Mary Roberts Rinehart, D. H. Lawrence, Hilaire Belloc and others; as well as books by such established favorites as Basil Woon, Frank Schoonmaker, Carveth Wells and H. V. Morton.

HANDSOME FORMAT

Full library size, handsomely bound in cloth, gold stamped, printed on standard antique paper from the plates of the more expensive editions. A special feature of each volume is the endpapers which carry from 4 to 8 full-size illustrations and often a large map.

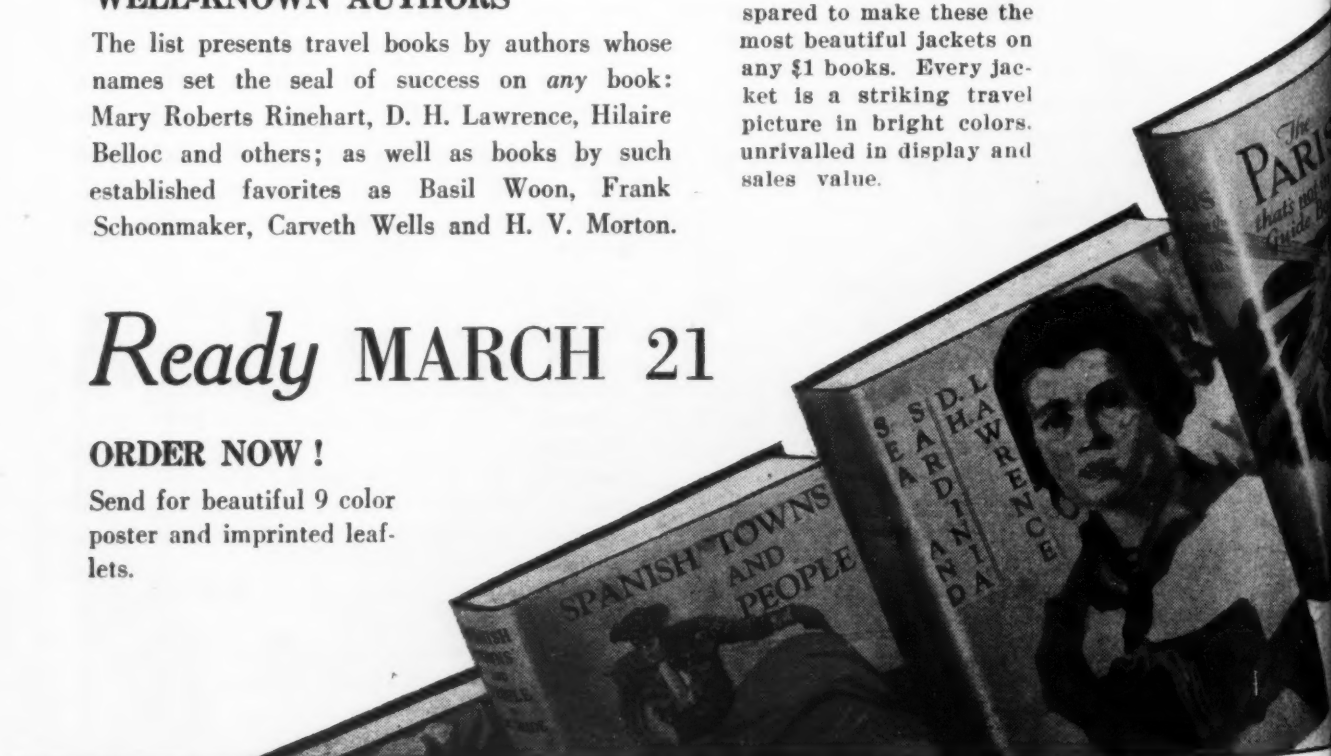
FULL COLOR JACKETS

No expense has been spared to make these the most beautiful jackets on any \$1 books. Every jacket is a striking travel picture in bright colors, unrivalled in display and sales value.

Ready MARCH 21

ORDER NOW !

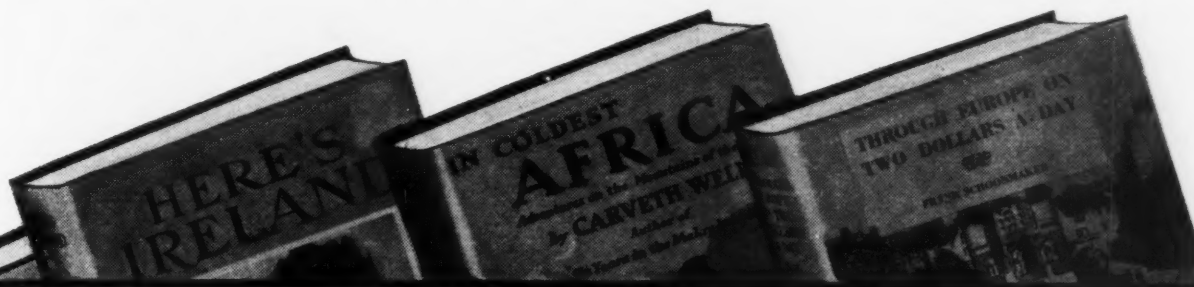
Send for beautiful 9 color poster and imprinted leaflets.



Robert M. McBride & Co., 7 West 16th St., New York

...selling Travel Books at \$1

TRAVEL BOOKS



Order from this List

THE CALL OF ENGLAND

By H. V. Morton. In the company of the most stimulating of companions you tour Britain.

WHEN YOU GO TO LONDON

By H. V. Morton. Here is achieved a calendar which will make every day of a visit to London a satisfying holiday.

HERE'S IRELAND

By Harold Speakman. Around the circuit of this fascinating isle—a charming picture of Ireland today.

FRANCE FROM SEA TO SEA

By Arthur Stanley Riggs. Through this book one may cover France from sea to sea.

COME WITH ME THROUGH FRANCE

By Frank Schoonmaker. An entertaining and interpretive guide to France.

THE PARIS THAT'S NOT IN THE GUIDE BOOKS

By Basil Woon. It starts with a cocktail at the Ritz, luncheon at Ciro's and the city is ours.

RIVIERA TOWNS

By Herbert Adams Gibbons. A mellow guide to the picturesque winter playground of Europe.

ISLANDS OF THE MEDITERRANEAN

By Paul Wilstach. A garland of islands of never staling enchantment—Majorca, Corsica, Monte Cristo, Elba, Sicily, Malta, Rhodes, Cyprus, etc.

SEA AND SARDINIA

By D. H. Lawrence. Unspoiled Sardinia is presented in that brilliant manner that made D. H. Lawrence one of the greatest of modern novelists.

IN COLDEST AFRICA

By Carveth Wells. Carveth Wells who has gained fame and fun from Malaysia to Lapland writes engagingly about his African explorations.

ALONG THE PYRENEES

By Paul Wilstach. Not only a guide but also a dramatic historical pageant.

SPANISH TOWNS AND PEOPLE

By Robert Medill McBride. Vivid pictures embracing every important city.

COME WITH ME THROUGH ITALY

By Frank Schoonmaker. Here are the outstanding features in the beauty and romance of this most colorful country.

THROUGH EUROPE ON TWO DOLLARS A DAY

By Frank Schoonmaker. If you have dreamed of an inexpensive trip to Europe, here at last is your dream fulfilled.

FINDING THE WORTH WHILE IN EUROPE

By Albert B. Osborne. A delightful appraisal of the really worthwhile things to see abroad.

TOWNS OF DESTINY

By Hilaire Belloc. Famous towns which have played telling parts in the great events of history.

BAGHDAD AND POINTS EAST

By Robert J. Casey. From the Mediterranean to Baghdad. A magic journey in a narrative that has the quality of the Arabian Nights.

UNDER THE SKY IN CALIFORNIA

By Charles Francis Saunders. The California of mountain, desert and canyon as well as the more conventional aspects.

PLANNING A TRIP ABROAD

By Edward Hungerford. An indispensable guide containing all the information necessary for a trip abroad.

THE OUT TRAIL

By Mary Roberts Rinehart. Our vast Western playground, mountain trails, the Painted Desert, ancient pueblos and their copper-colored inhabitants.

\$1

\$1.00



Help! Help!

Tuesday, February 17.

The biggest Boner we ever pulled was to print only 10,000 BONERS before publication. On Friday the Thirteenth, our lucky day, it caught on with a bang and now there's no stopping it. Yes, we are out of stock. No, we are not trying to cut you out of sales. Yes, we're very sorry (loud laughter). But it won't be long now. In fact, by the time you read this, 10,000 more copies will be on their way over your counters, and paper is being made for more to follow.

—THE VIKING PRESS.

BONERS

"A knockout . . . it ought to have a tremendous sale."

—EUGENE REYNAL,
Blue Ribbon Books.

BONERS

"Have I laughed! It is the best thing of the sort that has ever come my way."

—KITTY IVES COLEMAN.

BONERS

"Funniest thing I have read in years . . . made me laugh till I cried."

—ALICE L. STEINLEIN,
Greenwood Book Shop.

"A most deliciously amusing book, a chuckle every paragraph and a laugh every page."

—ELLIS PARKER BUTLER.

"Out-props Mrs. Malaprop . . . No one human wit could have created such a wonder book."

ALBERT EDWARD WIGGAM.

Illustrated by Dr. Seuss. \$1.00

You can't help selling this book!

**"We MUST
escape somehow
... to save our souls!"**

This novel is the voice of all of us—restless, anguished, seeking fulfillment. It challenges the whole structure of modern life. It questions our new freedom. It shows democracy winning its victory and digging its grave. It is terrific, truthful, dramatic—the most dynamic novel by the author of *The Age of Reason*. Ready March 20. Initial orders are now being received.

**THE
WINDING LANE**
by Philip Gibbs

\$2.50

DOUBLEDAY, DORAN

The word goes forth...!

1. A great book has arrived. A great novelist has emerged. Discount that, if you like, as "trade talk." But it isn't. Two weeks hence you'll be shouting agreement. The author is **Pearl S. Buck**. The book is **THE GOOD EARTH**—the March Book of the Month. First printing 50,000 copies.

2. Advertising begins with a full page in the March *Atlantic*. Copy in other national mediums is scheduled. Radio publicity over a network of fifty important stations is assured—dates to be announced. Because Mrs. Buck is a "literary discovery" and therefore news, releases are being handled by news agencies. Mats and prints are available for local papers

3. Posters for window and counter display based on Zadig's charming jacket design, are ready, 12 x 18 inches, in three colors. Imprinted post cards are offered for booksellers' use. Poster stamps to be pasted on letters, envelopes and packages, will be supplied in any quantity.

4. But after all "*the best promotion is by word-of-mouth.*" Long before publication, the word began to fly about that a great book was on the way. Dorothy Canfield is jubilant about it—Mitchell Kennerley is hailing it as a "work of genius"—Christopher Morley is singing its praises—William Allen White calls it "an unusual book." . . . Word of mouth is mysterious, electrical. Already we have heard of enthusiasts for Mrs. Buck's work from such widely separated points as Seattle, Buffalo, Indianapolis, Fort Worth. All this, weeks before the book was even off the press. We are putting all our energies behind **THE GOOD EARTH**. But for every reader that we or the booksellers influence directly, word-of-mouth is going to make a hundred—a thousand—more.

**"a work of genius . . .
I predict a popular
and distinguished
success . . ."**

says MITCHELL KENNERLEY of

T H E

by Pearl S. Buck

G O O D

*a
novel*

E A R T H

the **BOOK OF THE
MONTH** *for March*

coming March 2nd . . . \$2.50

THE JOHN DAY COMPANY, N. Y.

THREE STEEPLES

H. ALLEN SMITH

In his Book Column "Bound to be Read" which is distributed by the United Press and used in over 750 newspapers says,

"This column is to be devoted today to one book—a first novel called *Three Steeples*, written gloriously by LeRoy MacLeod and published by Covici, Friede. It is far and away the most impressive novel I have encountered in years.

I think it is better than *Main Street*, and that it is superior to Thomas Wolfe's *Look Homeward, Angel*—a book that gave me much pleasure. I even believe *Three Steeples* transcends the books of Miss Cather.

Three Steeples is, in essence, the story of a Methodist church in an Indiana village. The reader comes to the hamlet of Midland when they are hauling gravel for the church's foundations. He leaves a few years later, when the building is reduced to ashes.

Around the building of the church, its brief life, and its destruction, is woven the strange, haunting, dramatic life stories of John Durken and his preacher son, Bruce; of one-eyed Ab Carver, the book's strongest character; of the McWitt idiot; of a blind man, Wilbur Allen, a lonely figure you'll never forget; of Fanny Longnecker, the jabbering village gossip; of Myrtle and Opal Hughes and their ribald father, Basil, who greets his guests with, "Set down before you fall down!"; of the village barber, who pauses in his snipping to amble across the room and spit; of the blacksmith, the banker, the storekeeper, the red-handed hired girl.

It may be unfair, not to *Main Street* but to *Three Steeples*, to compare the two works. MacLeod has gone further than the camera-like reproduction of faces and scenes in orderly sequence that made

Lewis's novel. He has created, with a fine alchemy of words, a container which, when the cover is lifted, gives off all the odors and scents and smells of the midland country—from seared hooves in a blacksmith shop to smoking, butter-laden biscuits in the hand of the hired man.

And so great is this man's artistry that he never, throughout the epic, is forced to leave his farm and his field for a phrase or a simile. His mastery of sparkling simile is, in fact, one of the delights of the book.

Of the village gossip he says: "A small suds appeared at the corners of her lips, from the constant rubbing on the washboard of her teeth." Of the town storekeeper: "He spread his rooster hands on the counter and appeared to be preparing to crow in her face." Of fat Fanny Longnecker: "She came out of her chins to say. . . ."

MacLeod's descriptions, throughout, rise to poetic grandeur. Yet they never lose the vivid color of detail. He shows you the men of the village going into church on a Sunday morning, slyly removing tobacco from their mouths and casting it backward into the street. He shows you pigs and chickens and horses and sheep as you have never seen them before. He shows you John Durken and Ab Carver, hoeing in a garden patch, subconsciously and silently racing up and down the rows, each trying to outdo the other.

J. B. Priestley, in a recent broadcast from London, remarked that America is such a vast country that surely we have more Sinclair Lewises, more Hergesheimers, more Cathers, and more O'Neills. I hope Mr. Priestley gets a copy of *Three Steeples*. He'll quit bothering his head about us. We don't need more Lewises, more Cathers, more Hergesheimers, more O'Neills. We have MacLeod.

I have learned little about the author. He has written a book of verse. He is in his early thirties. He comes out of Anderson, Ind. He is at present in advertising work in Los Angeles. He wrote this book four times before he finally submitted it for publication.

And I sincerely believe that, with this single, lofty gesture, he has risen to the top of the literary heap. And that he will stay."

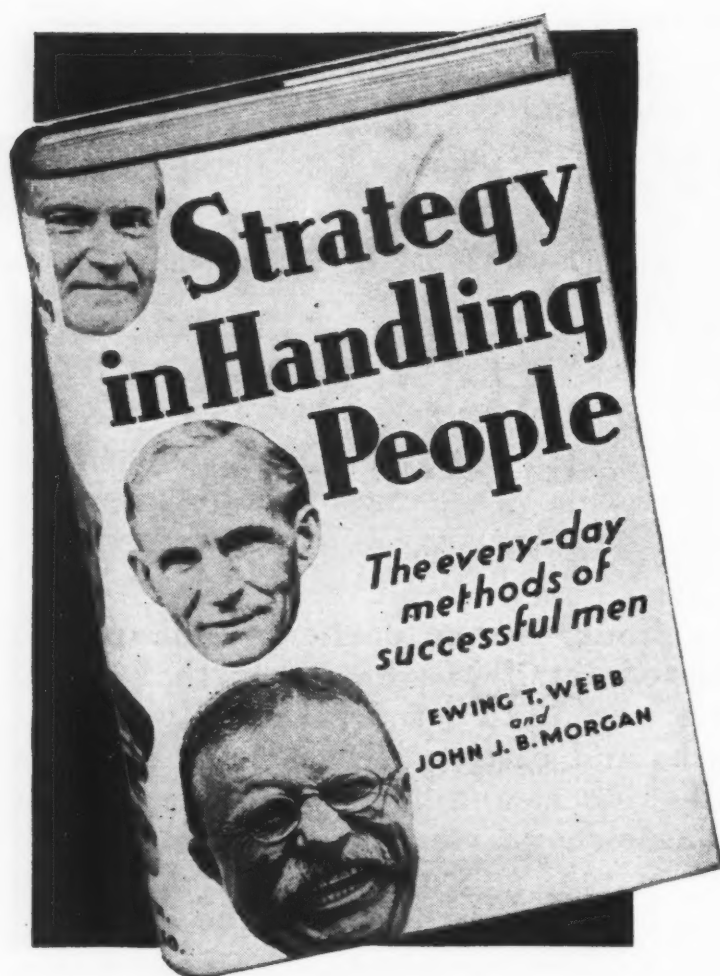
Ready February 24th—\$2.50

COVICI • FRIEDE • PUBLISHERS

386 Fourth Avenue, New York



BY LE ROY MAC LEOD



75 Illustrations

Written by Ewing T. Webb, well-known advertising man, and John J. B. Morgan, professor of Psychology at Northwestern University, *STRATEGY IN HANDLING PEOPLE* covers in a clear and charming manner a subject that has been long neglected.

It is profusely illustrated in roto-gravure with thirty-one pages of photographs—75 altogether. 260 pages; octavo; bound in blue velum with gold stamping.

\$3.00

This impressive record shows trade a big opportunity

PUBLISHED only a few months ago, *Strategy in Handling People* has already run into three large printings of ten thousand each. The rapidly growing sales of this remarkable book open up an unusual opportunity to booksellers. Here is the amazing record:

October 1930, first printing	- - 10,000
December 1930, second printing	10,000
February 1931, third printing	- 10,000
	<hr/> 30,000

BOULTON, PIERCE and COMPANY, 200 Fifth Avenue, NEW YORK

TWO PERFECT CIRCULATING LIBRARY BOOKS

Read the descriptions and decide for yourself

TWILIGHT MEN

By **ANDRE TELLIER**

This is the story of a beautiful, sensitive youth, born into that twilight zone so little understood by a world sympathetic alone to virility in its men. It is a strangely tender narrative that will open a new world to the reader, a world which lives in fear and loves in secret.

The boy, Armand, is one of those whose power lies within himself. His kind are strong and weak, lovable and distasteful, good and fair and bad, but they are all beaten men, cheated by nature and tortured by their difference.

Armand is the illegitimate son of a French aristocrat of a strong male habitus, a Don Juan with a withering contempt for twilight types. The boy is brought up at lavish expense away from his father whom he does not see until he has grown up. At their first meeting the father recoils from the sight, bearing and timid speech of this beautiful boy with some of the physical traits of a pretty girl and all of a young woman's shyness. Dismayed and furious, the father bribes his lovely mistress, Marianne, to seduce the boy in order to set him off on the path of normality. She fails in this but instead becomes herself deeply enamoured of him . . . a love that proves constant, deep, unavailing.

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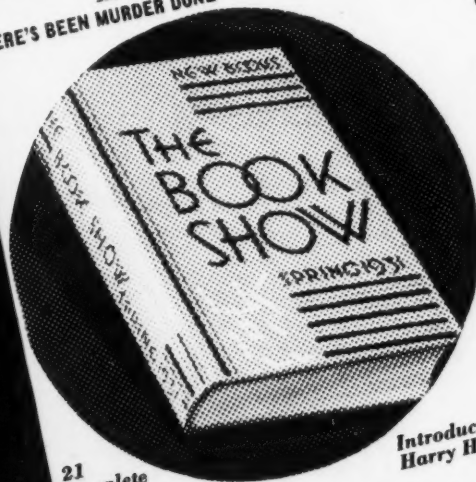
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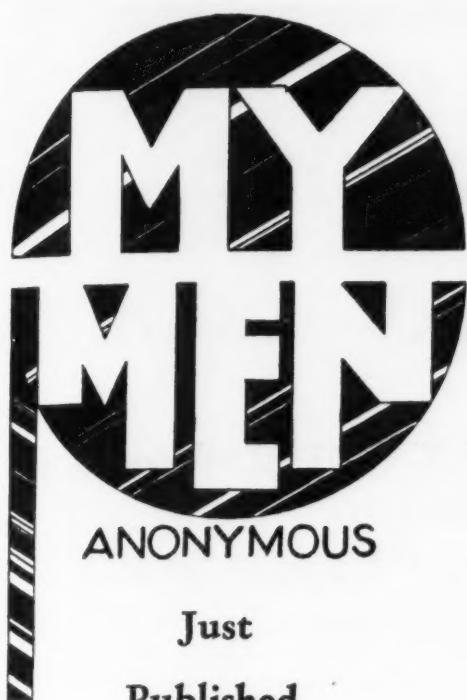
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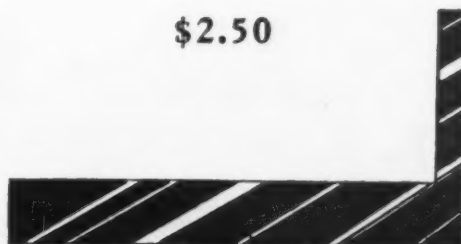
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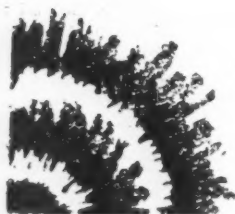
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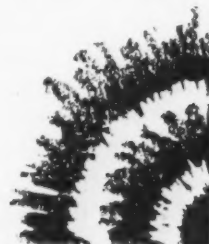
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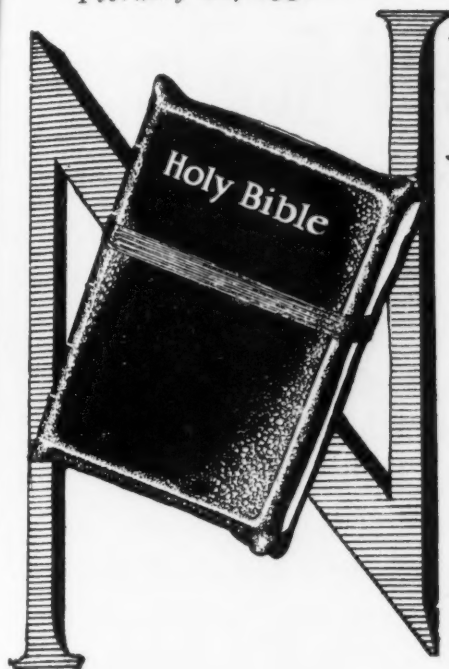
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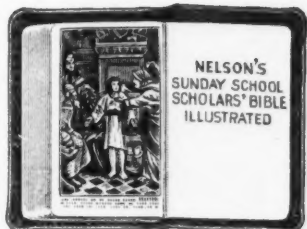
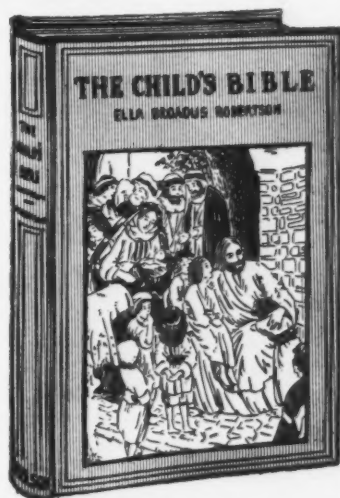
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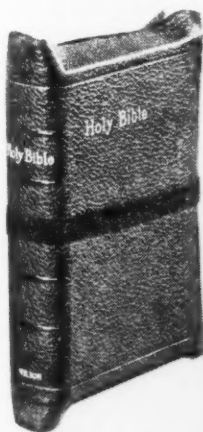
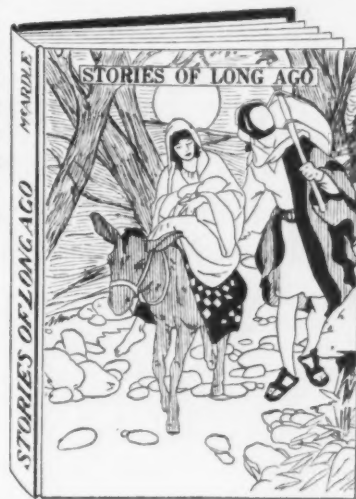
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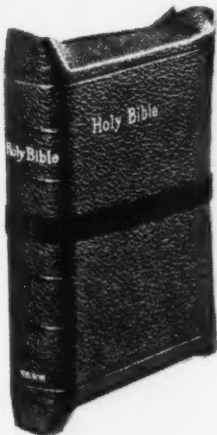
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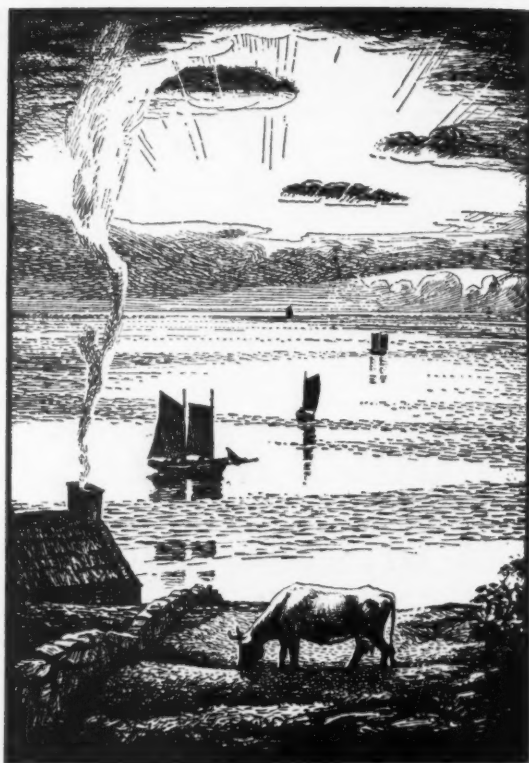
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, FEBRUARY 21, 1931

What About Religious Books?

William L. Savage

Charles Scribner's Sons

All Religious Books Are Not Theological Books. This Is an Important and Profitable Maxim for the Bookseller to Keep in Mind

DURING recent decades the publishing and selling of religious books has suffered intense growing pains, and the result has been a marked increase in stature. This is a statement to which there will be unanimous assent. Perhaps there is information and increased profits to be had by looking at the situation. Larger sales seldom *just come* to either bookseller or publisher; the world is organized so that at least nine out of every ten of us have to go after them, but we wish to be sure that what we go after is worth getting, should we be fortunate enough to get it. The purpose of this article is to prove that the hay in the religious field has some valuable clover mixed with it.

Time was when the chief activity of both publisher and bookseller was concerned with the distribution of religious books. Many an ancient church had a bookstore in its basement, and a damp, cold, and uninviting spot it must have been. The books displayed frequently mirrored the atmosphere, and they were for the most part dour treatises on the difficult points in theology. The child who died young was often pictured as really fortunate. "The Lady of the Manor, a Preparation for Confirmation," in seven volumes, was the title of one juvenile. We

can picture little Mary hurrying on the advent of the Sabbath to the extent decorum permitted so that in the period between church services she might assiduously prepare herself the better for the other life.

This is to many only a very much exaggerated picture of religious reading in our own day. Some of the best sellers of the past are still our standard authorities, but they do not wander very far from the institutional library. We must force home in this religious book business of ours that a religious book is not necessarily a theological book. There are scientific publications whose type page is so crowded with mathematical symbols that a glance barely determines whether the book is upside down; yet there is hardly a bookseller or publisher who has not had increased profits because of the popular scientific title. Isn't there a tendency to look at the religious book upside down and then say that religious books are not interesting? The bookseller who strengthens his floor to support a stack of the frequently repleted "Story of Philosophy" is not justified in saying that titles on philosophy do not sell, simply because an unsold copy of Kant's "Critique of Pure Reason" is put to its first practical use in that store as a wedge to keep the door open. As the learned

scientific or philosophical treatise, subsidized often, has its own particular field, so has the theological book; but, to repeat, all religious books are not theological books. This is an important maxim that must be recognized in selling religious books today.

Recent years have seen the development of a new type of publication which, for want of a better name, we will label, "Whatswrongwithyou." The advertising pages—prominent space—are crowded with copy suggesting that you, too, can stop forgetting, that culture flows like water for those who have a tin cup and who will spend only twenty minutes a day, that good manners and how to order a meal at a restaurant are the real keys to success and abiding joy in life. The type of book referred to has had sales running into the thousands, and those who cannot clip coupons in safe deposit vaults have at least had the opportunity to clip along that dotted line which is the first step towards happiness, as it has been so widely advertised.

What does all this mean? Simply that clever merchandisers have sensed in the majority of mankind a yearning, a deep yearning for self-improvement, and for a fuller life. This sort of merchandising has had its amusing side, and four out of five of us have enjoyed reading the advertising copy in the same spirit that we enjoy a clever cartoon with a deep significance. Unfortunately or fortunately, religious books cannot be distributed very widely by these sensational and high powered methods. An analogy, however, can be drawn because these yearnings for self-improvement are not so very far away from the finer yearnings that ethnologists tell us are fundamental in man. Like the Hound of Heaven, man is continually in pursuit. The purpose of religion and religious books is that man might have a more abundant life, that he might find without himself assistance in solving the pressing problems that willy-nilly are placed at his feet. Steinmetz, that wizard in the field of science, when asked what the next great discovery might be, replied, "It will be the discovery of personal powers." Are not religious books one way to this discovery? And by religious books we refer to the countless volumes written from various points of

view. There are religious books for all, from the orthodox fundamentalist to the extreme wing of the humanist group. One of our foremost publishers in announcing the organization of a religious book department, stated that it was their aim to publish books "of real significance in the human adventure." Aren't religious books a help in the human adventure? There is abroad today a restlessness, a sense of futility and disillusionment. This feeling is a problem our generation must help to solve. For many, religion is giving encouragement, and religious books are making their contribution. Interest in them increases. Figures which it will be difficult to explain otherwise can be called in as witnesses. In 1900 religious books stood sixth on the classified list of titles published. In 1929 and in 1930 they stood third, preceded only by fiction and juveniles, and followed by biography. Next to the novel, therefore, they headed the list of publications written for adults and there is not a bookstore buyer but says there is too much fiction.

From countless scoffers we hear the phrase, "Organized religion is dying out!" Well, is it? H. Paul Douglass, Director, Institute of Social and Religious Research, has written an article (*Current History*, Jan. 1931) based on the U. S. census of Religious Bodies made in 1926 and published in 1930. He says: "There is not a shred of external evidence that the American people are tending to disregard the church. . . . The total body of evidence shows that organized religion is growing considerably more rapidly than is population, and that considered in its whole length and breadth, the church as an enterprise is considerably more than holding its own." There are a great many who, regardless of their views on prohibition, say that the church put over the 18th Amendment. If it was powerful enough to do that, it can certainly help to put over the sale of religious books. Let us look about for possible indications of interest on the part of the reader. Lewis Mumford opens an article, "The Mood of the Decade" (*N. Y. Herald-Tribune, Books*, Jan. 18, 1931) with the sentence, "On the surface the mood of the last decade was downward." Jazz was not only typical of our music, but it permeated the ideas and

ideals of the generation just then emerging into activity. The sense of Mr. Mumford's closing paragraph is that we face the present with the questions—How is "the world of values to be reborn?" how are "the spiritually blind mouths and empty bellies to be filled again?" Few will refuse to admit that the spirit of the last decade was one of emptiness. He who would answer that the void will be filled by religious literature would be a fool to say so, much as he might want to father the thought. Without saying that the trend of the new decade is upward (and it may be), almost any round table conference could agree that the downward trend has not increased. To believe that is not promising a new era of enlightenment. Harry Hansen has said in the *New York World* that the direction of thought in 1930 was toward order rather than chaos.

Many years ago it was science *vs.* religion, now science *and* religion is nearer the truth. Doesn't this very spirit create a more fertile field upon which the religious

book can fall? There are those who feel that the reader of a religious book has a sawdust trail leading to his front doorstep, and that a new Wax Works museum should be organized so that the memory of an individual who buys one can be perpetuated. Such an attitude is not justified by the facts. In 1929 the net sales of secular bookstores in Chicago amounted to \$9,657,600, and for the religious bookstores alone, \$2,085,974. (See *Publishers' Weekly*, Jan. 17, 1931). Considering that the main effort of the religious bookstore is upon religious titles and that the general bookstore has an extremely varied stock, juvenile, fiction, biography, history, etc., these figures are interesting to the individual who doubts the value of the religious book market. An old darky preacher once criticised the sermons of his colleagues in the profession by saying, "You all puts de hay so high de mules can't git it." Are we putting religious books where they can be bought by those who really want them?

Some Trends in Religious Book Buying

Henry Smith Leiper

Editorial Secretary of the Religious Book Club

The Religious Book Club Has Found That the Greater Interest in Religious Books Seems to Center in Books Dealing With the Church and Present Religious Problems

RELIGIOUS books are among the many things in life about which it is never safe to generalize. Thanks to the imponderables that enter into the making and distributing of a book, the success of no two books can be so satisfactorily compared as can, for example, the relative success of two models of the same general type of automobile! No one can deny that a primary element in the sale of a book, and particularly a religious book, is the reputation of the author and the congeniality of his viewpoint with that of an average group of book buyers; but there

are also indications that the choice of subject, the title, the price of the book, and the timeliness of its publication, as well as the good name of the publisher, have much to do with influencing sales.

After having brought these "coals to Newcastle," we may turn and try to take a reading from one barometer of taste in the field of contemporary religious literature. While by no means infallible, and while naturally limited to a group of people whose point of view and sympathies are in general accord with those of the well-known Editorial Committee, the ex-

perience of the Religious Book Club is about as good as anything available. On this barometer we find two scales. One represents the percentages of substitution from month to month. (By substitution is meant the choice by members of supplemental recommendations rather than the book selected by the Editorial Committee for first place.) The other scale represents the record of the volume of demand for the supplemental recommendations. Subdivisions of this scale, if made numerically or geometrically, would not be particularly significant, but we do have to take into consideration such subdivisions as are created by the different categories among religious books. The Editorial Committee of the Book Club recognizes, for convenience, eleven categories. Trends in taste, at least among the members of the Club who are widely scattered and quite representative of progressive Christian leaders, are traceable in part by relating the percentages of substitution and the varying demands for supplemental volumes to this sometimes rather arbitrary classification. For the convenience of the reader these classifications are given here:

1. The Book of Books.
2. Jesus Christ.
3. Religion and Science.
4. Worship and the Inner Life.
5. Theology and Philosophy.
6. Psychology and Religious Education.
7. Christian History.
8. The Church and Present Religious Problems.
9. Religion and Ethical Problems.
10. Christian Missions and Non-Christian Religions.
11. Religion as Revealed in Biography.

Before citing the experience of the past year, one further observation seems desirable. The "bunching" of good books in certain seasons of the year, while it probably represents an inevitable condition of the publishing trade, nevertheless makes the experience of the Book Club (in whose Bulletin not less than eight or more than eleven titles are considered month by month in addition to the book of the month) less reliable than it would otherwise be. If the meaning of this is not clear it will be when we add that in mid-winter, for example, there are more good

books on religion than it seems wise to include. The decision of the Editorial Committee is correspondingly difficult. At certain seasons in the year it is not exceptional to have a unanimous vote of the committee for one title because of the scarcity of highly desirable books, while at another period it is almost as hard to get any two judges to agree on one book because of the relatively high quality of perhaps half a dozen books.

A curious fact about the experience of the Club in 1930 is that there was an increase in the average monthly substitution over that for 1929. The figures are: 19.43% for 1930 and 15.08% for 1929. In fact, in 1930 there were only two books in the primary list on which substitution ran under 10%. On one title for 1930 substitution ran as high as 31%. The book which had this high percentage of substitution was by an outstanding scholar who is an able writer and author. It was, "The Gospel and Its Tributaries" by Ernest F. Scott (Scribner). One is inclined to interpret its rejection by nearly one-third of the members of the Club, in preference for other books, to the fact that it was a study of the New Testament sources, that it was relatively high priced (\$2.75), and that in the same month a number of exceedingly attractive supplemental volumes were offered for possible selection.

At the other end of the substitution scale for 1930 we find a book by Halford Luccock, "Jesus and the American Mind" (Macmillan). Substitution on this ran to only 8.2%. Title, subject matter, author, and price (\$2.00) undoubtedly entered into this, as well as the fact that in the same month there were very few particularly strong rivals for the favor of the Club. That the consideration of the leadership of Jesus in the hurly-burly of modern American life is not the only very pronounced interest of a large and representative group of leaders is shown by the fact that the same group showed practically an equal amount of interest in a book on a different theme in November. William Adams Brown's "Pathways to Certainty" (Scribner) was purchased by all but 8.4% of the members. This was a book really in the philosophical sphere, relatively high priced; but it was written by a master

theologian in answer to the challenge of humanism and relativism—and it obviously found a very large response.

Curiously enough, the percentage of substitution almost doubled between Dr. Brown's book, which as we have seen stood second for the year, and G. G. Atkins' "Procession of the Gods" (Abingdon) which ranked third on this scale. 15.57% of the members passed by this book, possibly influenced by its price (\$3.00) but undoubtedly influenced also by their greater interest in problems other than those of the comparative study of religion. Between this and the December book, which stood fourth, there was relatively little difference in appeal to the Club, for Dean Inge's "Christian Ethics and Modern Problems" (Putnam), although likewise priced at \$3.00, was purchased by all save 16.8%. A biography, one of the few which has been deemed of sufficient importance to find a place as a primary choice, stands next on the scale, only 18.33% of the Club having passed it by for other titles. This was R. J. Campbell's "Livingstone," published by Dodd, Mead & Co., at \$3.00. Interestingly enough, this book, like the one standing in fourth place, came from an English author and was in the relatively high priced class.

Dropping just a trifle in favor with the readers, we next find Brightman's "The Problem of God" (Abingdon) which was a re-examination of the grounds for theistic faith emphasizing the finiteness of God. 19.5% was its place on the scale of substitution. Only .3% away from it stood the seventh on the list—Nixon's "An Emerging Christian Faith" which was an interpretation by an active pastor of the valid grounds for faith in the light of the new questions raised by modern knowledge. It would have been difficult to foresee that only slightly more than one-fifth of the members, or 20.9%, cared to miss having the scholarly study by Oesterley and Robinson, entitled "Hebrew Religion" (Macmillan). This title was one of two during the year in the category dealing with the Bible, but it was more than 11% in advance of "The Gospel and Its Tributaries" from the point of view of its appeal to the constituency.

The ninth place on this rather arbitrary scale is occupied by a book which comes

from Germany but was written by an American citizen, formerly a professor in New York. Dr. Thomas C. Hall's "Religious Background of American Culture" (Little, Brown & Co.), while regarded by many competent judges as the most valuable recent contribution to the interpretation of this subject, was rejected by 21.67% in favor of other volumes. If this is hard to explain, and it must be confessed as a curious reaction, it is still harder to explain the even greater percentage of substitution which took place in March when Horton's "Theism and the Modern Mood" (Harper) was the book of the month. That 22.75% of the Club should pass by a discussion of the problem of God in contemporary thought would seem almost incredible. The price of this book was only \$2.00, and while it dealt with humanism it nevertheless set forth the abiding grounds for faith in God, covering in general much the same ground as Dr. Brown's book in November which stood next to the top in favor with the Club's members.

In the case of these two books, without going into the delicate comparison of authors, some prejudice may have attached to Horton's title, though it is highly descriptive of his subject matter.

Next to the last on our scale of substitution stands Shailer Mathews' "Atonement and the Social Process" (Macmillan) which was a study of the various theories of the atonement in the light of the social patterns of the different periods which gave rise to them. Nearly one-fourth of the members of the Club or 24.8%, rejected this in favor of supplemental choices, although the present writer at least would venture the opinion that this particular book will be known and read long after many other more favored titles of the year have been forgotten.

Few generalizations from the above facts are perhaps worth while. Five of the primary selections for 1930 fell within the classification of "theology and philosophy," and they rank second, sixth, seventh, tenth, and eleventh from the standpoint of substitution. In only one other category was there more than one primary selection, and reference has already been made to the two books on the Bible which rank eighth and twelfth respectively. The five books which

had the percentage substitution less than the average for the year were: "The Church and Present Religious Problems," "On Theology and Philosophy," "Christian Missions and Non-Christian Religions," "Religion and Ethical Problems" and "Biography."

There were seven books which had a substitution percentage higher than the average.

It would make this article tedious if we were to dwell very long on the facts to be deduced from the other scale mentioned above: that supplied by the demand experienced for supplemental titles. One which led all these for this year, and indeed the sale of any supplemental title ever recommended by the Religious Book Club, was Stanley Jones' "The Christ of Every Road" (Abingdon). Three other books which reached high sales, the titles of which like Jones' book were in the category of "The Church and Present Religious Problems," were Gilkey's "Solving Life's Every Day Problems," "The Gospel for Main Street" by Dean Charles R. Brown (Century), and "The Foolishness of Preaching" by Ernest F. Tittle (Henry Holt). It is quite obvious, therefore, when comparing the findings on the scale of substitution with the findings on the scale of supplemental demand that the greatest interest seems to center in books dealing with the church and present religious problems. There is marked absence

of interest in biographies, likewise in books on worship and Christian history. A rather surprising omission from the year's choice is the type of book dealing with religion and science. In the list of the twelve most favored books in the supplemental list we find almost half or exactly five titles with the subject which we have already seen to have characterized the four leading books: namely, the church and present religious problems. The only two categories to be represented more than once in the remaining seven are that of psychology and religious education, and biography. (Brooks and Gandhi both attracted a large number of readers.)

Anyone who makes even a casual study of this particular sector of the distribution of religious books in America will, it seems certain, come to the conclusion that there is vital interest in the problems of readjustment which face the Christian church, more attention going to contemporary phases of ecclesiastical life than to the story of its development through the years, its dramatization in outstanding individuals, or its expression in worship and the inner life. A solid, healthy demand continues for thoughtful books on religion, and, if the experience of the Book Club is any indication, the range of choice among readers is wider than hitherto at least as far as their willingness to follow the primary recommendations of an Editorial Committee is concerned.

Nashville As a Religious Center

Alice Stockell

Stokes & Stockell, Inc., Nashville, Tenn.

RECENTLY a discussion arose in our bookshop, which as a business has no religious affiliation whatever, as to how and why Nashville had become one of the largest distributing centers of religious literature in the United States. No answer was forthcoming at the time, though many suggestions were made, so I undertook to find out something about it—with most interesting results; especially interesting, it is true, to

a citizen of Nashville because it would seem that the growth of the publishing business here and the history of the city's educational and industrial development during the last three quarters of a century are so closely interwoven as to be one and the same thing.

One reason for our high national rating is the growth, during that last quarter of a century, of the Negro publishing houses. Obviously in no section but the

South could as much material be required for the colored people as is being turned out yearly by the Negro Baptist and Methodist plants here. Nashville had become the leading printing center in the South long before the Negro entered the field, so the choice of this city as headquarters for their publishing activities was a natural one. They have accomplished wonders since 1900. When I asked the Chamber of Commerce for information as to the Negro work, I was told that seventy-five per cent of the religious literature published for colored people in America comes from Nashville.

The beginning of our bookmaking history, however, goes back to when the Negro who could read and write was a rare being—if he existed at all—in this section of the world. It was the Methodist Episcopal Church South that led and paved the way for all that has followed since, and we are justly proud of our Methodist Publishing House. In 1844 the Southern Methodists separated from their Northern brethren (because of differences of opinion resulting from the question of slavery, be it said in passing) and it was some twelve years later that the Southern Church Conference held in Columbus, Georgia—in May 1856, to be exact—voted the establishment of a publishing house at Nashville, Tennessee. Nashville was chosen on the sixth ballot over Memphis, Tennessee, Louisville, Ky., St. Louis, Mo., Atlanta, Ga., Athens, Ga., New Orleans, La., Columbus, Ga., and Prattville, Ala. It would seem that Georgia, stronghold of Wesleyanism that it is, was making the strongest bid with three towns in the running; it would be interesting to know if Nashville's place on the map or some persuasive personality was responsible for the result of that sixth ballot! The location is an excellent one for the purpose though, being practically the center of their territory. And so it was decreed—"There shall be a book establishment at the city of Nashville, Tennessee, for the purpose of manufacturing and publishing books, to be called the Publishing House of the Methodist Episcopal Church South...the object of this institution shall be to advance the cause of Protestant Christianity by disseminating religious knowledge and useful literary and scientific information

in the form of books, tracts, and periodicals." Today their handsome building stands at the corner of Ninth and Broad, and it is one institution which, regardless of denominational ties, all of us feel that we own in the truest sense. My first recollections of a bookstore, recollections that go back as far as my memory does, are of being taken by my father to the Publishing House—to their general bookstore, that is—there to wait, contentedly enough, while he selected a book, or books. It was a very pleasant thing to do, or one Presbyterian child found it so, and I imagine most of the reading public in Nashville today, of all ages, have the same association.

The next publishing house established here belonged to the Cumberland Presbyterian Church. The Cumberland Church originated in the "Cumberland Country"—a large section of Tennessee and Kentucky. It was organized at Dickson, Tennessee, and Nashville was the logical point from which to issue Sunday School literature and publications. In 1890 they built a publishing house, a fine building for the time, at a cost of \$80,000. When the Church united with the Northern Presbyterians in 1906 this city became the distributing center, for the South, of the Presbyterian Church, U. S. A. The Westminster Press in Philadelphia is their publishing house, of course, but they have a very lovely Presbyterian Bookstore in Nashville which carries a large general stock, apart from the religious books and Sunday School supplies. It was there I learned whatever I may know of the book business; a knowledge that should be much greater than it is, as it represents some years' association with the best bookman I know, W. H. Shearon—for many years its manager. *The Presbyterian Advance*—the only journal of the Presbyterian Church, U. S. A. west of Pittsburgh—is published locally under the editorship of Dr. James E. Clarke.

Shortly after the Cumberland Presbyterians, the Southern Baptists entered the local publishing field. Meeting at Birmingham, Alabama, in 1891, the Southern Baptist Convention voted to establish a Baptists Sunday School Board at Nashville. Dr. J. M. Frost, its first head, stated in a little history of his Board's

work, published in 1914, that "A wiser choice could not have been made. Nashville itself is a delightful city, and holds almost the exact center of the Convention territory—from Maryland to Texas and New Mexico.... Then, too, Nashville is by far the largest printing center in the South and one of the largest in the country." When Dr. Frost began the work here it was with an office, cordially offered without charge in the Methodist Publishing House. Their printing contract was given to the Methodists who printed all the Baptists' literature for many years. From that small beginning the Baptists Sunday School Board has grown to huge proportions and a preeminent place in the business life of the city. Its present home (it has owned three) on Eighth Avenue North, extending through to Ninth, cost about \$160,000 when completed in 1913—the lot and building aggregating \$220,000 with no encumbrances when they took possession. Theirs has been a steady growth from the first.

In 1901 the Seventh Day Adventists, recognizing Nashville as the outstanding printing and publishing city of the section, also appreciating its advantages as an educational center—which, of course, is one very definite reason for the success on such a large scale of all these concerns—decided to open for themselves a business to be known as the Southern Publishing Association. Their plant on Twenty-fourth Avenue North is a very interesting one and their production figures are impressive. They have two large houses in other sections of the country but this city is headquarters for the South.

At the time of the Union of the Cumberland Church with the Presbyterian Church, U. S. A. a minority of the Cumberland Presbyterians refused to unite. It was, comparatively, a very small group, lacking in funds to stage a comeback, but in 1914 they opened a new Cumberland Presbyterian Publishing House on Eighth Avenue South. Today it is flourishing and giving every indication of continuous growth.

The Negro work, as I think I mentioned, is largely a twentieth century affair, but the National Baptist Publishing

Board—which I believe came first of the three Negro houses—was opened by Dr. R. H. Boyd, himself a Negro, in 1896, with no financial backing from any convention or organization; the plant today is worth half-a-million dollars. Its story is an inspiring one. It is, after all, the success story of a man; a man who with less than nothing, materially speaking, but with much character, force, and ambition, with no early education but a large amount of native intelligence, won material success for himself and his business, and at the same time the respect and appreciation of the people of both races in the city of his achievement.

The Negroes have done their work apart. There is another Baptist house; The Sunday School Publishing Board it is called. And the colored Methodists have the A. M. E. Sunday School Union. All of these are doing a big work, with the entire sympathy and interest of the white people of the community, but they are owned and operated by the colored people.

In addition to the concerns mentioned much religious work is being done by the printing houses—of which we have a large number—for churches that do not own publishing plants of their own. The combined figures—for all denominations—are not yet available on the past year. But the 1929 figures show that \$5,363,000 worth of Church and religious literature was published in Nashville that year, and that 150 religious periodicals were being issued.

The main reason Nashville became a religious distributing center of first importance seems to have been its location on the map. Then its reputation as a city of exceptional educational advantages—its nickname Athens of the South!—undoubtedly drew business of this kind. The numerous schools, colleges, and universities have certainly helped the industry—and vice versa. It is interesting to speculate as to what extent they have been mutually beneficial. Both are certainly thriving here. In spite of business depression and disasters the religious publishing business seems to be one that is on a sound footing—well able to hold its own through the dark days.

Specialists in Religious Books

ONE of the most noted bookstores in the metropolitan area is Edwin S. Gorham, Inc., which has for more than thirty years specialized in religious books. The business is located in 45th Street, just west of Fifth Avenue, in the heart of Manhattan's shopping district. While not officially connected with any church, it occupies the distinctive position of being New York's largest outlet of books pertaining to the Episcopal Church and the Church of England. The congregations and clergy of this communion in New York have come to regard Gorham's as their bookstore and the source of supply for all their religious books and the better non-religious books as well. While the store is noted for the service it gives in religious books, it has a small department of carefully selected current books of fiction and non-fiction that customers have come to regard as the store's special recommendations. This department makes it possible for the store to give its customers a complete book service.

Edwin S. Gorham entered the book business as a young man, in partnership with James Pott, as a publisher and bookseller. This business was founded in 1868, and in 1900 the partnership was dissolved, Mr. Gorham retaining the retail business and Mr. Pott continuing with the publishing of religious books. Mr. Gorham first located at 281 Fourth Avenue, the old bookselling center of the city. As the shopping district moved uptown the store followed, always maintaining a first-class business location. Between 1907 and 1914 the store was located in 37th Street, east of Fifth Avenue, and in 1914, Mr. Gorham again followed the shifting business center to 45th Street. These moves which have kept the store conveniently located for its customers are typical of the policy that over a period of more than thirty years has maintained the store in its position as one of the most progressive book outlets in New York.

As the customer walks into the store he finds, first, the shelf of new fiction. This includes successes of the last year with a

small group of new books by well-known authors. In a shop which caters to a group that is as clearly defined as the Episcopal congregations of New York, it is possible to anticipate a great deal more accurately than in the general bookstore, the appeal of any book to its customers. This does not mean that many books are excluded from their shelves, for almost any book of current interest and importance can be had. The store has always been especially keen in following public interest in philosophy and subjects allied to religion and theology. The next display encountered by the customer is a large table containing Eddington, Jeans, Von Hugel, Bishop Gore, Hyde, Barth and others who represent the most advanced thought of the day. Beyond this is a table given to commentaries and books pertaining especially to the Episcopal Church, of which the store has the most complete stock in America. Near the rear of the store is a varied display of religious books for children. This includes several editions of stories of the Bible, small books for very young children with large type and attractive illustrations and an assortment of religious gift books. In this department, the store has found it necessary to import most of its books, due to the fact that very few attractive religious books for children are published in America.

The display of Bibles, prayer books and hymnals is dignified and complete, and it is this department, which occupies a small space near the front of the store, that does more than half of the firm's business. The Bible department at Gorham's has the same air that is found in the rare book and fine editions section of any fine bookstore.

Most of the store's advertising and promotion is done direct by mail. A form letter is included in all monthly statements, discussing the new and interesting books of the month. A Gorham catalog is issued three times a year and periodical circulars are sent to the clergy. The store follows the broadcasts of Dr. Fosdick and Dr. Cadman closely and finds that any book

mentioned by either of them increases its sales. One of the most interesting modern trends that the store has noted is a marked increase in the demand for religious books of a mystical nature, and, in the same vein, is an even greater increase in the sale of crucifixes and religious symbols. There is no apparent explanation of this development that the store has been able to discover.

In attempting to sum up the store, the reasons for its outstanding success seem al-

most too obvious to mention. For thirty years its customers have been able to depend upon a religious book service that is complete and discriminating. The store has been aware of every new development in religious thought that is of interest to its customers, having a selection of the best books on the subject on hand to meet the demands as they arise. In short this is a complete and up to the minute religious book service handled with unusual intelligence.

A Prince of Best Sellers

Don C. Seitz

RELIGIOUS books are having an exceptional vogue and publishers have become increasingly hospitable to their authors. These are of the straight goods variety. It is a matter of record as well, that novels with a religious or moral basis, have invariably sold well. There was "Uncle Tom's Cabin," with Little Eva headed for Heaven, and good old pious Uncle Tom, that topped nearly all records and did much to bring on one of the biggest of wars. "Ben Hur" is a later example. But the very best seller on record would appear to have been "The Prince of the House of David," by the Rev. J. H. Ingraham, sometimes rechristened "Salathiel."

This book in its numerous editions is reputed to have sold between four and five million copies. The author was an Episcopalian clergyman, of Portland, Maine, who has a tremendous output of lurid fiction to his credit. Removing to Holley Springs, Mississippi, he was found dead in his robing room one Sunday morning, presumably by his own hand. He had been pressed for money and visited New York in the hopes of getting a needed advance from his publisher which was denied him; hence the suicide theory, though some thought the deed accidental—that he might have dropped his pistol while changing to a clerical garb. This occurred in 1866.

The "Prince of the House of David" appeared in 1856 and has been selling ever since. Ingraham drew his inspiration from "Traditions of Palestine," by Harriet

Martineau. The volume contained 150,000 words and covered about 450 pages.

Ingraham turned it out in three months for Pudney & Russell, long forgotten publishers, doing business at 79 John Street, New York. At the moment he was rector of St. John's Episcopal Church in Mobile, having ventured South some years before to take up his first pastorate therein at Aberdeen, Miss. The book was an instant success and continued to sell well until the war between the States spoiled trade in literature. When the conflict ended the "Prince of the House of David" took on new life and the resulting sales were prodigious. The author netted something like \$30,000 from its sales. The copyright was passed on to various other publishers and his death ended the returns. It was reissued in all sorts of forms at prices running from five cents to \$3.50. Ingraham did not take to the pulpit until he was 40, having been an educator up to that time. He wrote about eighty novels and tales of adventure. After the "Prince" had shown the richness of the religious vein, he tapped it further with "The Pillar of Fire" and "The Throne of David." Both did extremely well but could not catch up with the first success. On the memorial tablet in the church at Holley Springs, is inscribed: "Though dead, he still speaketh."

He was at work on a life of St. Paul when the bullet put an end to his life. The field for a great religious novel is wider than ever. Who will try to fill it?

Chicago Booktrade News

Milton Fairman

COLORFUL and interesting are the examples of Czechoslovakian printing being viewed this month and next at the galleries of the Lakeside Press, R. R. Donnelley & Sons Company, at 350 East 22nd Street. Designers, artists, and printers—all followers of the Lakeside exhibits—are flocking to this one, compiled by Method Kalab, director of the Industrial Printing Works, and the Typografia. . . . Show of contemporary American book illustrators continues at Lakeside, with works of Rockwell Kent, W. A. Dwiggins, and others. . . . Sponsored by Walden Book Shops an exhibit of John Stephan's paintings in the Palmolive store and lithographs, drawings, and etchings by contemporaries in Walden-Dudensing galleries.



The Saints & Sinners corner, delightful feature of many moons ago in the old McClurg store in Chicago, has been revived by A. Kroch in his International Bookstore at 206 North Michigan avenue. Purpose: To stimulate interest in books, bring author and public closer together. Inaugural session of resurrected Saints & Sinners was held Jan. 31, Stoddard King, presiding, book collector Franklin Meine and Kurt Stein, poet, pouring. Mr. Kroch promises a number of revivals of the corner, with local and visiting celebrities in the seat of honor.



Arthur Brentano, Jr., vice-president, and P. L. Dickinson, comptroller and general manager of the Brentano stores, were in Chicago recently on an inspection tour of the local store in the Pittsfield building, 63 East Washington Street.



Laurels for best drawing-card of month go to Davis Store book department for model of Cologne cathedral, which has brought thousands of visitors to the store. Hans Swoboda, young German carver (who celebrated his 21st birthday last

month) estimates that 2,500,000 matches were used in making the replica. The model stands 9 feet high, is 10 feet long and 7½ feet wide. Swoboda worked four years, ten hours each day, to build it. Mrs. Green thought it a good attraction for her department. Crowds surrounding it each day prove she was right.



Murder and mystery predominates in the month's output of Chicago authors. Henry Kitchell Webster pens "The Man with the Scarred Hand" (*Bobbs-Merrill*); Dorothy Aldis has "Murder in a Haystack" (*Farrar & Rinehart*); Robert J. Casey draws on Cambodia again, this time for a mystery yarn, "Cambodian Quest" (*Bobbs-Merrill*); Ione Quinby's "Murder for Love" (*Covici-Friede*) may be reviewed in one Chicago paper by a lady serving a life term for murder; and Eleanor Blake writes up "The Jade Green Cats."



Joseph Kreloff, long with Brentano's in New York and Chicago, has been ill for some weeks and probably will not be back on the job for many more. Friends wishing to write him may address him at the Garfield Park hospital, 3821 West Washington Boulevard, Chicago.



Youngsters thronged Marshall Field's book section for a novel, successful, promotional feature—a real movie show. The children were entertained with film illustrating the juvenile series, "Children of All Lands," published by *Grosset & Dunlap*.



The Midland Authors dedicated their own meeting place last month, a new room, named after the society, donated by Ernest Byfield in his Hotel Sherman, decorated with imported French wall paper, and adjoining the popular College Inn. Members will donate their writings for a library, will entertain visiting authors, and lunch each Wednesday in the room.

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Religious Book Promotion

"LARGER sales of religious books seldom just come to either bookseller or publisher," says William L. Savage in the leading article of this issue. "The world is organized so that at least nine out of every ten of us have to go after them." This probably applies with equal truth to some other classifications of books that can be mentioned, but this does not make it the less true of religious books. Almost every bookseller sells religious books in one way or another, sometimes by a carefully organized department, sometimes by close relations with some denomination, sometimes because the books of religious character become popular sellers and find their way to any store which is actively in touch with the community demands.

The problem of the specialist in religious books with a large enough business to have trained service is the same problem that faces the bookseller in selling children's books or selling fine bindings—to know the details of the business and to know where the sales are. To develop casual sales successfully is, if anything, more difficult, but the way to get these casual sales

is to watch carefully the trends of public interest and to follow assiduously the openings that present themselves. Sometimes these openings occur when a book like Bruce Barton's "The Man Nobody Knows" comes along, or the Fosdick books; sometimes by giving conscientious individual service to the varied needs of the community. The former can lead to brisk selling, and the latter can bring to the store a group of people who buy year in and year out. We have seen stores whose general business disintegrated, while the religious book business stayed with them because people who once found the way to the store continued to come that way year after year.

Not all the readers of religious books are affiliated with churches, of course. Sometimes the very fact that they are not members of any church makes them the more avid readers of books in the religious field. But the pulpit of today does stimulate reading habits, as the pulpit must draw its fresh ideas from books and is likely to refer to the sources of this inspiration. This leads those in the pew to further reading. Not all of this reading is of purely sectarian character by any means, and, besides books on the biblical and mystical sides of religion, there are books on philosophy, psychology, ethics and human welfare. Dr. Leiper in his article on "Some Trends in Religious Book Buying" points out the classifications that may well be used in a successful religious department.

The keynote of a successful department must be vitality, for only by a thorough realization of the vital part such books play in the lives of the community can the bookseller enter into his selling with the spirit and energy which will make the department go.

The publishers' association has sent out to booksellers a window strip for the Lenten season that reads "Interesting Books on Religion and Life." The book display placed beneath this banner should first of all be *interesting* books, and books that cover both religion and religion in its relation to life. There is a fine and varied output of new religious books each year and a great number of books whose sale continues automatically from year to year.

TO EVERY SUBSCRIBER

You can make your contribution to the long fight for an adequate domestic copyright law and for a rightful place for American authorship in the international world of books by **TELEGRAPHING AT ONCE TO YOUR SENATORS ASKING FOR PROMPT PASSAGE** of the **VESTAL COPYRIGHT BILL**.

Ten Days to Pass Bill

AS we go to press the Patents Committee of the Senate is making its report on the Vestal Copyright Bill, just two weeks before adjournment. As the exact wording of the amendments has not yet been received, no full comment can be made, but it is believed that most of the major objectives of the long fight have been achieved and everyone who cares for books, music or art and desires to see them given a proper status as property that can be successfully used and successfully defended in case of infringement, must get immediately behind this measure. It must now pass the Senate, go through conference with the House Committee and then be repassed as a conference measure.

New Picture Maps

ANEW map for the children or for the children's room in the Public Library is called "The Land of Make Believe" which has been published by Jaro Hess of Grand Rapids, Mich. Mrs. Hess was formerly one of the children's librarians of the Grand Rapids Public Library.

To the many attractive maps that have been published in the last few years Charles W. Smith of 1630 Monument Avenue, Richmond, Va., adds "The Historical Map of Virginia" designed by himself and printed in color. Besides the map of the state with its numerous landmarks, there is a separate map of Richmond.

A new addition to the series of historical maps from the office of the *Publishers' Weekly* will be "The Picture Map of Spain," now completed and ready for publication later in the spring. This map has been done in conjunction with Professor

Carlos Castillo of the University of Chicago, but the coloring and cartography are the work of Harold Haven Brown, who did the successful "Map of France."

Without Benefit to Author

BEFORE English authors began to get any protection in this country, that is before 1891, it was the common complaint of American authors that their income from books was seriously curtailed because they were in competition as producers of reading matter with foreign books that carry no royalty whatsoever. Marion Crawford, for instance, popular at that time, was in competition with Trollope, whose works could be published here without royalty, and so with other authors. Today authors are pointing out that if the widespread sale of remainders of current books does not ebb soon, they will be in the same situation. In a great many shopping centers the most prominently displayed books are books bearing no royalty to the author, remainders. This is not the situation with the popular reprint at \$1 or 75c, which, of course, carries royalty.

The unending stream of remainders is beginning to confuse the public and bring irritations and complications into the American distribution of books. The effect is likely to be so general that concerted and careful thought ought to be given to the ultimate result of having so many public display spaces devoted to this type of book production.

Proposes Parcel Post Rate Increase

THE present Postal Law gives the Postmaster General, subject to the approval of the Interstate Commerce Commission, the power to raise parcel post rates if he deems it necessary, and this Postmaster General Brown has proposed to do. A hearing on this has been held this week. It is to be hoped for the sake of the booktrade as well as others that this will not be done. Already books, which are so largely carried by parcel post, are paying a rate out of line with other reading matter, and further increase would be unfortunate to the book service of the country. Walter Wiechmann of Sullivan & Cromwell, counsel for the National Association of Book Pub-

lishers, appeared for the publishers at this hearing. Senator McKellar of Tennessee introduced a resolution into the Senate earlier in the week which asked the Postmaster General not to increase rates, and this resolution was approved by the Senate. This would not prevent the increasing of rates, but it does put on record "the sense of the Senate."

New Publishers' Committees

ON the shoulders of the President and of the Executive Committee rests each year the chief responsibility for directing the work of the National Association of Book Publishers. Back of them is the Board of Directors, fifteen in all, selected from all types of publishing houses, a group which meets bi-monthly to discuss general policies, policies which must then be carried out by the Association office and the Executive Committee.

Edward S. Mills, head of Longmans, Green & Company and President of the Association, has just announced a list of those who are to form this year's Executive Committee. The members are: Martin M. Foss of the McGraw-Hill Book Company, Harry Gould of the American News Company, Alfred Harcourt of Harcourt, Brace & Company, Richard L. Simon of Simon & Schuster. This brings together various types of experience and points of view; the head of the oldest publishing house of continuous record, the heads of two of the most successful young houses, the head of our largest technical book publishing firm, and the head of a great distributing organization.

To serve on this committee means long months of hard work in behalf of the Association, but the trade will feel confident that, in this period of re-evaluation and new program making, a committee such as this will serve the industry well.

Besides the Executive Committee, the President appoints each year twelve other committees. On these are representatives of forty-seven different publishing houses, each giving of his time to the work of developing American publishing and book distribution.

The list of committees has been enlarged this year, with new committees on Promotion, that is, relations with the press

and with other organizations, on Bookstore Service, on Publishing Service, on Trade Practices, and on Research and Statistics. Seven committees are complete, the names of the members are listed below; the other committees will be announced in the *Publishers' Weekly* next week.

Promotion Committee:

Daniel Longwell, Doubleday, *Chairman*
Emily Street, Stokes
George W. Stevens, Norton
Eugene Reynal, Blue Ribbon Books
Frederic Melcher, R. R. Bowker Co.
Richard L. Simon, Simon & Schuster

Committee on Trade Practices:

Alfred Harcourt, Harcourt, *Chairman*
Frederick A. Stokes, Stokes
Alfred R. McIntyre, Little, Brown
Harry Gould, American News
Frank C. Dodd, Dodd, Mead
Edwin K. Warren, Brewer & Warren

Legislation Committee:

John W. Hiltman, Appleton, *Chairman*
W. Morgan Schuster, Century
D. L. Chambers, Bobbs-Merrill
Herbert F. Jenkins, Little, Brown
Caspar Hodgson, World Book Co.
John Macrae, Dutton

Constitution and By-Laws:

Edward N. Bristol, Holt, *Chairman*
T. Irving Crowell, Crowell
Alfred H. Alexander, Prentice-Hall

Copyright Committee:

Frederick A. Stokes, Stokes, *Chairman*
Frederic Melcher, R. R. Bowker Co.
John Benbow, Longmans
Cass Canfield, Harper
E. E. Hamilton, Wiley
J. W. Lippincott, Lippincott

Finance Committee:

(Five Members of the Board of Directors)
Frank C. Dodd, Dodd, Mead, *Chairman*
Cass Canfield, Harper
F. E. Compton, Compton
C. D. Hammond, Hammond
William Morrow, Morrow

Small Bookshop Management

Franklin M. Watts

CHAPTER XIX

Classifying Stock—By Subject, Kind, and Price—What is a Model Stock?

A MODEL stock consists of the books the customers want at the prices they want to pay and in the quantities that they will demand. In books that are copyrighted and have not appeared in reprint editions it is not always possible to give the customers the price book that they desire. However, a shop can and should have the general price ranges that are desired by the customers, as will be explained.

A model stock is a living thing. A bookshop manager knows that every day there are new books coming in and old books that are no longer desirable. There can be few, if any, set rules in establishing a model stock of current books. As to stock items there can be set rules. For example, the shop has a number of Conrad fans. It will, in this case, be advisable to have Conrad complete and to buy something of everything that is published about Conrad. In another shop there is an interest in child psychology so not only the current but also the staples in this field will be carried.

If there is a demand for popular priced editions of the classics and modern literature—the *Modern Library*, the *Star Books*, and the *Books of Distinction* will be advisable. In a shop where a large proportion of the sales of juveniles are non-copyright titles it is both possible and advisable to follow price lines strictly.

Classics such as "Mother Goose," "Treasure Island," "Heidi," "Little Women," "Arabian Nights," and "Robin Hood" are available in many editions. If a dealer were to stock all of the attractive editions, he would find his stock unwieldly and his investment too large. The first step is to decide what prices his customers would rather pay than any other. No bookshop would care to handle anything

under 50c., so we shall start at this price. 50c., 60c., 75c., \$1.00, \$1.25, \$1.50, \$1.75, \$2.00, \$2.50, and over; these are all prices at which there are complete lines of the above and similar titles.

Many small bookshops find that it does not pay to handle any books under a dollar, while others find a good list of titles at 50c. has a ready sale. If it is decided to have 50c. as the bottom price then it is advisable to buy the complete range of titles at that price. At this same price a number of publishers offer attractive books other than classics. By grouping the titles it will be possible to display them on the same table or in the same section at a single price—this is always advisable. By doing this it is possible to eliminate all 60c. and 75c. titles as they are not enough better to warrant duplicating in a small stock and it also prevents confusing the customer with too many prices.

\$1.00

The dollar price is the fastest growing price in the book business. For juveniles it now seems to be the leading price. No dealer can afford to neglect juveniles at this price. By looking at all of the lines the buyer will find the best dollar "Mother Goose," the best dollar "Heidi" and so on down the list of titles. Only select one edition at any one price, and make sure that it is the best. In this way you offer something better than careless competitors, and customers appreciate your selecting the best for them.

\$1.50 or \$1.75 or \$2.00

These three prices, \$1.50, \$1.75 and \$2.00 afford a wide selection of titles. A small shop can't afford to buy classics at all of these prices. The best way to decide on the one to feature is to look over all of

the major lines and decide which one you like. Then buy other titles to fit around this one major line of classics. Some dealers feature \$1.50 successfully, some \$1.75 and others \$2.00. The writer prefers \$1.75 but does not pretend to state that it offers the widest selection.

\$2.50

There are so many excellent books with beautiful illustrations at \$2.50 that even shops that sell mostly the less expensive books should have a representative selection at this price. Sometime during the holiday season a window of \$2.50 juveniles will bring in quite a little business. These staple books will make more money for the bookseller if he will push them.

There is a tendency toward lower-priced juveniles centering near the dollar price. Quite a number of books that formerly retailed for \$2 and more are now being sold for \$1. Some \$3.50 books are being sold for \$2.50. Competition between juveniles publishers is increasing. This is beneficial to the alert bookseller whose stock is not too heavy to respond to the declining prices so he can buy more. I am convinced that this tendency will be beneficial to the booktrade in the long run. More discriminating purchasing by bookshop managers will quickly eliminate the less desirable lines and will permit lower prices on the better lines. One of the reasons for the high prices for juvenile books is that buyers pass up the best values in order to buy from favorite salesmen.

Concentration on the best selling prices is universally practiced in department stores and chain stores. Careless pricing by publishers has accounted for much confusion. Any title that will enjoy a ready sale should be purchased no matter at what price it is offered, provided it is copyrighted. But of non-copyrighted classics a buyer can choose the price lines of concentration as I've just described. After choosing the proper price lines there is no

excuse for the dealer not deriving the benefits of the system if he follows them rigidly.

It is interesting to notice that the 60c. and \$1.25 prices are diminishing rapidly. The prices are being revised to 50c. and \$1. Odd prices in adult titles are disappearing. We see few \$3.75, \$4.00 and \$4.50 prices now although they were common only a short time ago.

Duplication in stock can be eliminated in other ways as well as by rigidly following price lines. A small bookshop which has a limited space and capital can afford to carry only one edition of standard authors. Conrad, Kipling, Anatole France, Stevenson and many others as well as the poets come in two or more bindings. In addition some of the titles come in such editions as the *Modern Library*. In no case should duplicate editions be stocked, for then double the investment will be required, and it will be hard to keep all of the titles in stock. Decide on one edition and stock it.

In other words every effort must be expended in selecting stock items for the shop to please as many people as possible with the minimum capital invested. It is not the amount invested in stock that makes a profit-building stock, it is how judiciously the stock is selected.

Every shop manager soon discovers certain books that are stock items for him. The more of these titles he has the better. These titles are not subject to markdowns. They bring business all of the time. Every one of these titles should be listed on the card file that has been previously suggested. These titles should be checked every week. And and all of these should be re-ordered as needed. One can never afford to lose a sale of Fanny Farmer's "Cookbook," Emily Post's "Etiquette," or Work's "Auction Bridge." A list of one hundred stock titles could be made in any bookshop. These should never be out of stock for one minute.

The twentieth chapter in Mr. Watts' series will discuss Classified Inventory.

January Best Sellers

FICTION in January had no outstanding leader in bookstore sales, according to the reports from bookstores all over the country compiled for *Books of the Month's* Best Seller List. Many new novels and some older ones sold well, but the sales were scattered, rather than concentrated on a few books. A book which has been on the Best Seller List for some time, "Cakes and Ale" achieved first place on the list, closely followed by a 1931 mystery story, "Up the Ladder of Gold," which reached an even higher position than usual for the always popular books of E. Phillips Oppenheim. "Sunset Pass" by Zane Grey and "The Limestone Tree" by Joseph Hergesheimer, at sixth and seventh places, are both 1931 books. "Imperial Palace" by Arnold Bennett took its place among best sellers at eight. It is followed by another novel of the new year, Fannie Hurst's "Back Street," which had had only two weeks of January sales when the list was made.

Other new novels with good sales were "Portrait by Caroline" by Sylvia Thompson, "Rachel Moon" by Lorna Rea, "Mackerel Sky" by Helen Ashton, "The Ring of the Löwenskölds" by Selma Lagerlöf and "Festival" by Struthers Burt.

"The Story of San Michele" still leads non-fiction by a wide margin. "Little America" is again second, and the only 1931 book on the list is third, "Education of a Princess" by Grand Duchess Marie of Russia. Maurice Hindus' "Humanity Uprooted" returned to the Best Seller List in fifth place. At ninth place is another book, which has been out some time, "Contract Bridge at Sight" by Charles T. Adams. "Peter Arno's Hullabaloo" whose Christmas sales did not quite take it to best sellerdom, just reached tenth place in the new year.

Two more new bridge books were close rivals, but did not quite make the first ten, "Contract Bridge Blue Book" by Ely Culbertson and Milton Work's "Common Sense Contract Bridge." Other new books with good sales were "The Mysterious Universe" by Sir James H. Jeans and

"Hard Lines" by Ogden Nash. Two older books, "Morgan the Magnificent" and "The Conquest of Happiness" showed an upward trend in sales during January.

Although the first five juvenile best sellers are old friends, there was a new record established in number of titles appearing that were good candidates for the list, which does not often have drastic changes, but clings to many of the same titles, month after month. Good juvenile sellers of the past month were "The Tale of Little Pig Robinson" by Beatrix Potter, "Jock the Scot" by Alice Grant Rosman, "A Boy Scout with Byrd" by Paul Siple, and "How They Carried the Mail" by Joseph Walker.

FICTION

- Maugham. "Cakes and Ale." *Doubleday, Doran*, \$2.
 Oppenheim. "Up the Ladder of Gold." *Little, Brown*, \$2.
 Canfield. "The Deepening Stream." *Harcourt, Brace*, \$2.
 Priestley. "Angel Pavement." *Harper*, \$3.
 Sedgwick. "Philippa." *Houghton Mifflin*, \$2.50
 Grey. "Sunset Pass." *Harper*, \$2.
 Hergesheimer. "The Limestone Tree." *Knopf*, 2.50
 Bennett. "Imperial Palace." *Doubleday, Doran*, \$2.50
 Hurst. "Back Street." *Cosmopolitan*, \$2.50
 Herbert. "Water Gipsies." *Doubleday, Doran*, \$2.50

NON-FICTION

- Munthe. "The Story of San Michele." *Dutton*, \$3.75
 Byrd. "Little America." *Putnam*, \$5.
 Marie. "Education of a Princess." *Viking Press*, \$3.50
 Yeats-Brown. "The Lives of a Bengal Lancer." *Viking Press*, \$2.75
 Hindus. "Humanity Uprooted." *Cape & Smith*, \$3.

Means and Thacker. "The Strange Death of President Harding." *Guild Pub. Corp.*, \$3.50
 Sullivan. "Pre-War America." *Scribner*, \$5.
 Kent. "N by E." *Brewer & Warren*, \$3.50
 Adams. "Contract Bridge at Sight." *Bruce-Roberts*, \$1.
 Arno. "Peter Arno's Hullabaloo." *Live-right*, \$3.

JUVENILE

Field. "Hitty." *Macmillan*, \$2.50
 Twain. "Tom Sawyer." *Grosset & Dunlap*, 75c.

Morrow. "The Painted Pig." *Knopf*, \$2.
 Hillyer. "A Child's History of the World." *Century*, \$3.50
 Hillyer. "A Child's Geography of the World." *Century*, \$3.50
 Perkins. "The Indian Twins." *Houghton Mifflin*, \$1.75
 Flack. "Angus and the Ducks." *Double-day, Doran*, \$1.
 Abbott. "Merridy Road." *Lippincott*, \$2.
 Potter. "The Tale of Little Pig Robinson." *McKay*, \$2.
 Rosman. "Jock the Scot." *Minton, Balch*, \$2.50

Austra-Zealand Book Imports

AN Australian correspondent (A. G. Stephens) supplies official figures of Australian and New Zealand book imports, supplementary to the statistics recorded in the issue of October 11. The Australian statistical year closes at June 30th, the New Zealand year at December 30th.

Australia in 1929-30 imported books and periodicals to the export invoice value of £1,286,695; or £21,091 less than in the year preceding. The export trade proportions remained practically unaltered. Goods value £1,132,666 came from the United Kingdom; goods value £110,809 from the United States.

New Zealand in 1929 imported books and periodicals of the value of £513,722; or £28,807 more than in the year preceding. Goods to the value of £397,202 came directly from the United Kingdom; goods of the value of £43,463 from the United States. Here also the export trade proportions are scarcely altered.

Our correspondent (writing on December 12) states that the Australian trading prospect continues gloomy, and the current year's importation of books and periodicals has already been greatly reduced. It may be a long time, he believes, before orders reach again the height of the banner year, 1928-9. World prices of the principal Australian exports, wool and wheat, have fallen so far that production for ex-

port is unprofitable with local wages and other costs remaining at their present height. The Commonwealth (Labor) Government will not face the necessity of abolishing the artificial standards of wages and conditions of employment fixed in more prosperous times by the over-ruling Arbitration Courts. The high Commonwealth Customs tariff, to a considerable extent prohibitive of trade with other nations, hinders or prevents the profitable course of general trade; adding considerable to the burden carried by exporting industries, and inviting international retaliation. The fountain of money borrowed from Britain during many years helping to create false conditions of apparent prosperity, has ceased to flow pending readjustments; and the Commonwealth has present difficulty in meeting payments of interest due on its considerable debts.

Sir Otto Niemeyer, a financial authority of European reputation, called recently by the Commonwealth Government to advise in regard to a project of assistance through the Bank of England, found his mission unsuccessful. He reached the conclusion that, during good times, Australians had become so devoted to the pleasures of prosperity, particularly in the overgrown cities, that they were unwilling to face the facts of bad times, and cut down individual and national expenditure to meet a lessened income. This conclusion, applied to a large

number of persons in a country ruled on a democratic plan, with seven Parliaments elected by universal suffrage, is unfortunately true.

Yet despite this, Australia remains a vast land of boundless natural wealth; and the mass of inhabitants are sound in body and spirit, able and willing to work. But, instead of sweating and struggling like

their forefathers in the land for comfort easily attainable, many of them have been trained to habits of ease and comparative luxury now hard to relinquish. That is an old story elsewhere.

Meanwhile, for our trading grief, many Australians are relinquishing the habit of buying books on the liberal sale of recent years.

In and Out of the Corner Office

THE publishing world is small, and gossip travels fast. Harry Hansen's column in the New York *World* carried this week the story that Dan Longwell of Doubleday's "had been put at the head of the promotion work of the publishers' association and from now on things will move." Soon the *Publishers' Weekly* office was hearing that Mr. Longwell had taken Miss Humble's lately vacated position, and by afternoon a caller informed us that Mr. Longwell had taken over the direction and financing of the Cheney Survey. It ought to be said at once that Mr. Longwell is still at his desk, inventing and perfecting promotion ideas for Doubleday books even though he has consented to head this year's Promotion Committee of the N. A. B. P. with Richard Simon, Emily Street, Eugene Reynal, George Stevens and Frederic Melcher as fellow committeemen. ❀ ❀ ❀

On the 7th of February, Noble A. Cathcart of the *Saturday Review of Literature* was married to Anne Patterson Farrington. They will reside in New York. Mr. Cathcart has directed the business end of the *Review* since its inception, and has made himself one of the most respected and influential men in the book field. ❀ ❀ ❀

J. B. Priestley has arrived in this country and on Friday was the guest of honor at a tea given at the apartment of Cass Canfield, vice-president of Harper & Brothers. "The Good Companions," it has just been announced, has been made into a play. The dramatization has been made by Mr. Priestley himself and Edward Knoblock. It is promised for a spring opening in London. Mr. Priestley will lecture while



Recently Anne Shannon Moore gave a reading of her new book "Feelin' Fine" at the Palo Alto Book Shop in California. Among other notable guests was Bill Hanley, the subject of the book

he is in America and is at work on a new novel. He is going to Hollywood while he is visiting this country and then to Tahiti. ❀ ❀ ❀

A letter from Doris Peel, author of "Five on Parade," tells us that she is going to England in April to stay with her grandmother in Surrey until her brother arrives in July. Then she longs for something florid, the Balkans or Tibet, but what is destined may perhaps be a walking trip in Ireland or the Black Forest. ❀ ❀ ❀

The London *Publisher and Bookseller* says: "We understand that Messrs. Alfred A. Knopf, Ltd., of 37 Bedford Square, have gone into voluntary liquidation. The firm was incorporated as a limited liabilities company on June 17, 1928."

In the Bookmarket

BOOKS on Russia increase steadily. But this increase is probably in proportion to the increase of interest in Russia past and present which is invading even the smallest towns of the United States. An announcement from *Yale University Press* promises two new books on Soviet Russia for April release. "Lenin: Red Dictator" is the work of George Vernadsky, already well-known for his "History of Russia." Lenin, "the genius of Bolshevism" or "the apostle of Communism," lies in state in a glass case in the huge tomb on the Red Square, Moscow. Recently all Moscow turned out to pay tribute to Lenin on the seventh anniversary of his death, one of the five holidays of the Soviet year. Vernadsky's book is a political biography and is the first objective account of Lenin's career to be available in English. The translation has been done by Malcolm W. Davis. ❀ ❀ ❀ The second title from *Yale* is "One Hundred Red Days" which is a personal chronicle of the Bolshevik Revolution by Edgar Sisson, the special representative of President Woodrow Wilson to Russia at that time. Mr. Sisson had been sent thither to discover the relations between the Germans and the Bolsheviks in Petrograd and at the Brest-Litovsk conference. ❀ ❀ ❀ Another way to arrive at the Bolshevik Revolution, more devious though quite as exciting, is contained in "The Education of a Princess" a memoir by Marie, Grand Duchess of Russia, published by *The Viking Press*. Of this book, already well started on what promises to be a profitable selling career, Franklin M. Watts of the W. K. Stewart Company in Indianapolis writes: "The Education of a Princess' is by all odds the best bet in non-fiction of the spring. It is our best seller and I can't see how it will sell less than 100,000." ❀ ❀ ❀

Professor George S. Counts of Columbia University has written "The Soviet Challenge to America," published by the *John Day Company*. Dr. Counts is the author of "The American Road to Culture," an analysis of the American system of educa-

tion. This present book is based on the avowed goal of the Soviets "to overtake and surpass America." Dr. Counts describes the Five-Year Plan in detail and assesses its progress to date. America herself, he believes, must soon come to social planning. ❀ ❀ ❀ Calvin B. Hoover, Professor of Economics at Duke University, has contributed "The Economic Life of Soviet Russia," published by *Macmillan*. ❀ ❀ ❀

A lady has inadvertently told on Dr. Axel Munthe, author of the highly successful "The Story of San Michele." On page 67 of this book Dr. Munthe relates the sad tale of six Russian peasants bitten by a pack of mad wolves and sent to the Pasteur Institute for treatment. Dr. Munthe tells of how three of the six moujiks all became "raving mad" and were "helped to a painless death" and "all the newspapers were full of the most ghastly descriptions of the death of the Russian moujiks." The lady has discovered a similar story in Paul de Kruif's "Microbe Hunters" published by *Harcourt, Brace*. However, the number of moujiks is here nineteen, there was but one mad wolf and all but three of the moujiks were saved by the Pasteur treatment and "all the world raised a paean of thanks" to Pasteur. The lady wants to be straightened out, so *Harcourt, Brace* has passed the following judgment: "Number of bitten moujiks: 19. Number of wolves: 1. Moujiks cured: 16. Moujiks dead: 3. Pasteur treated sixteen of the moujiks with a new, intensive treatment. The three patients who died were treated by the ordinary method. The Tsar gave Pasteur a diamond cross of the Order of St. Anne and 100,000 francs for the Pasteur Institute." We like the part about the diamond cross and the 100,000 francs, but have not yet heard from *Dutton*, publishers of the Munthe opus. ❀ ❀ ❀

Erich Maria Remarque has, on the eve of publication of his new book "The Road Back," disappeared. Publishers from twenty-one countries are dashing about in



Current display of books on Russia in one of the Fifth Avenue windows of the Scribner Book Store

great agitation, for the arrangement up to now had been that the sequel to "All Quiet On the Western Front" would be published in book form immediately after its completion as a serial. Herr Remarque's retirement to parts unknown (though Switzerland is suspected) will delay publication several weeks. It is reported that Remarque was dissatisfied with the ending of his story and wanted to make it more optimistic. Thus the above-mentioned twenty-one publishers will simply have to wait, for Remarque is apparently far more interested in turning out a book of which he can be proud than in reaping the extra profits which he would receive following the completion of the now ended serial. Remarque has offered to return all advances and cancel the contracts but no publisher has accepted the offer. *Little, Brown*, the American publishers of "The Road Back" believe that the book will appear here early in April instead of March 6th, as planned. ❀ ❀ ❀

Sir James Barrie's "The Admirable Crichton" was first seen in London in 1902. Sir Henry Irving played the title rôle. A year later Charles Frohman produced it at the Lyceum Theater with William Gillette in the title rôle. Now George Tyler in conjunction with the Erlanger office has set about reviving the play and though the names of the actors have not yet been released it is rumored that Mr. Gillette may possibly be lured from his Connecticut retirement to play Crichton again. ❀ ❀ ❀ Elinor Wylie's "The Venetian Glass Nephew" will open at the Vanderbilt on Monday evening, February 23. Eugene Bonner and Ruth Hale have made an operetta out of this novel by a famous poetess. ❀ ❀ ❀

Fannie Hurst's "Back Street" was sold to Universal last Saturday and will be one of its first releases next season. It is said that the price paid was unusually high. Carl Laemmle, Jr. telegraphed directions to buy the film Saturday morning and

Saturday afternoon an official of the company came to Miss Hurst with the contract and a check. "Back Street" has just been banned at the Boston Public Library. ❀ ❀ ❀

Malcolm Cowley, author of "Blue Juniata," published by *Cape and Smith* in the fall of 1929, has done "The Lost Generation," to be published by *Norton*. This is a description of the psychological history of the war generation of American writers who have dominated the last decade. ❀ ❀ ❀

President Hoover has appointed Paul M. Pearson the first American Civil Governor of the Virgin Islands. Dr. Pearson is the author of a number of books on debating and public speaking and was formerly Professor of Public Speaking at Swarthmore College. His eight-volume "The Speaker's Library," *Noble & Noble*, is considered one of the best sources of all platform material. ❀ ❀ ❀

The lack of an authoritative biography of James Fenimore Cooper has stood out bleakly for a long time. The Cooper family has ever been jealously vigilant of the papers and intimate correspondence which had to be consulted in order to produce a definitive life of this American novelist. However, the day of reckoning has come and the present James Fenimore Cooper of Albany and Cooperstown, N. Y., has allowed Henry Walcott Boynton free access to the material. *Century* will publish Mr. Boynton's work, the first important biography of Cooper since that of Lounsbury, written nearly fifty years ago. ❀ ❀ ❀

On February 11th, Representative Crail introduced a bill to bar from the mails Edgar Lee Masters' "Lincoln, The Man." Mr. Crail said that the book was "obscene, lewd, lascivious, filthy and indecent" and added that it was a "scurrilous and unprincipled attack on a good man whose memory is enshrined in the hearts of American citizens." The Californian's measure would impose a penalty of not more than five years' imprisonment, or a fine of \$5,000 or both. The bill was referred to the House Post Office Committee. ❀ ❀ ❀

In Perth Amboy, New Jersey, the superintendent of schools has withdrawn from the reference shelves of the local schools sixteen copies of V. M. Hillyer's "A

Child's History of the World." A Lutheran minister of this city, one Byron Nelson, had objected to the book because it refers to the early men as "wild beasts that walked on their hind legs and had bodies covered with hair." It seems that Rev. Nelson had been voicing his objection to Hillyer's elementary history to the local Kiwanis Club. ❀ ❀ ❀

Tempted by the successful publication of Ben Hecht's novel, "A Jew In Love," Charles MacArthur, who has collaborated with him in the writing of plays, has promised *Covici, Friede* that he will deliver to them in time for fall publication his long awaited collection of short stories. Messrs. MacArthur and Hecht are at present engaged in writing not only a play for Jed Harris, but three moving picture scenarios. ❀ ❀ ❀

Langston Hughes has been announced winner of the Harmon Award in Literature for 1930. This is one of the William E. Harmon Awards for Distinguished Achievement Among Negroes which are granted yearly in the various fields of arts, industry, religion, education and science. The award consists of a gold medal and four hundred dollars honorarium. Langston Hughes won the award for his novel, "Not Without Laughter," published in 1930 by *Knopf*. Mr. Hughes is also the author of "The Weary Blues." ❀ ❀ ❀

Houghton Mifflin Company is sending around a pamphlet containing one-third of Olive Higgins Prouty's new novel "White Fawn," to make its complete appearance on March 18th. This incomplete account ends at precisely that point where the hero and heroine are dramatically brought face to face for their first real encounter. ❀ ❀ ❀ *Bobbs-Merrill* is sending to the trade a three-volume boxed edition of Lady Eleanor Smith's latest, "Flamenco." The novel will, of course, be published in one volume, but this trade edition in three green paper-covered pamphlets and a red box figured in gold, is very attractive. ❀ ❀ ❀

Alexander Woolcott will review over WABC on February 28 at 8:30 P.M., the following books: "Sob Sister" by Mildred Gilman, *Cape & Smith*; "After Two Thousand Years" by G. Lowes Dickinson, *Norton*; "Gardener of Evil" by Pierre Loving, *Brewer & Warren*.

Money Facts

Ellis W. Meyers

Executive Secretary of the A. B. A.

ONE hundred dollars will pay for quite a number of things, and that amount of money looks bigger today than it did three or four years ago.

Five years ago, the Booksellers' Association went into the shipping business, the Clearing House starting with sixteen bookseller accounts. A year later, the Consolidated Warehouse came into being, composed at the time of three publishers. Today we venture to state that these departments are saving a sum in excess of \$50,000 a year for the sixteen publishers and 140 booksellers who are using them.

During a recent discussion of shipping costs, it was said by a representative of the Association that our experience with the Warehouse idea seemed to prove that it makes it possible for a publisher to do all of his shipping and stock room work at a cost of less than 2% of his billing. That created an argument and after the smoke of battle had cleared away it was decided that it would be best to justify the statement by publishing the actual figures. As a consequence, the publishers in the Consolidated Warehouse were requested to furnish us with the amount of their billing over certain periods. It was found that during the largest shipping months of this fall, at a time when the payroll of the shipping department is ordinarily at its heaviest, three of the publishers had billed out books to the amount of \$182,406. The cost was \$3,444.01, an average of .0188 cost for their stock room and shipping departments. The average for the individuals varied from .01658 to .0288.

These figures are being made public for several reasons. The first is because of the fact that the booksellers of the West have requested the establishment of a Consolidated Warehouse in San Francisco. The second is because of the fact that it has always been the ambition of this office to add more publishers to the present New York group for the purpose of finally

achieving a real Consolidated Warehouse that will undoubtedly save many thousands of dollars for the industry during the course of each year, and as a last reason, we wish to justify the theory of the Consolidated Warehouse and the Association's initiative in starting this project. Incidentally, it may be worthwhile to point out that there is a slight profit to the Association for operating the department.

In answer to questionnaires sent to booksellers from time to time, it has been found that the Clearing House has saved individual outlets sums as high as \$1,200 a year. The average for 100 members who use this service is about \$500 a year for each. This, of course, is not an entire saving in some instances, as a number of the larger accounts used enclosure services before the Clearing House came into existence. There are, however, well over fifty users of the Clearing House who never before used this method, and, in addition, the Clearing House has been able to supply the service at a cost that is a little less than the charges of other enclosure houses. This is due to the use of a uniform and larger case. This, too, makes for a small percentage of saving in carriage charges.

With the development of a Consolidated Warehouse including all publishers, it is not entirely out of the question to combine all shipments to all booksellers. This would eliminate the Clearing House department, as the joint operation could then take place at one time. It would in all probability further reduce publishers' expenses, as only one package need be made up for a single bookseller on any one day. In addition, one fleet of delivery "rigs" would replace the large number of individual trucks being used today.

It may appear that so massive a project should receive page after page of comment and explanation. Actually, the very simplicity of the operation guarantees its success if attempted.

First Book Building Clinic

THE first meeting of the Book Building Clinic under the auspices of the American Institute of Graphic Arts was held at the Advertising Club on Park Avenue, New York, on February 20th, at 12:45. Invitations were sent out by the Chairman of the Committee, Harry L. Gage, to book designers and book manufacturers in the New York area. The plan adopted was to have a specified list of perhaps a dozen or twenty current books selected by the Committee in charge of every meeting. These twenty books were spread on a central table, around which were seated expert designers and production men who dissected or discussed the books before them. Following the dissection of each book those in the surrounding audience were asked to put questions and raise further points.

The books discussed at the first meeting were:

"The Black Ghost." By J. M. Walsh. *Brewer & Warren.*

"The Owl in the Attic and Other Perplexities." By James Thurber. *Harper.*

"Caliban in Africa." By Leonard Barnes. *Lippincott.*

"Methods in Social Science." By Stuart A. Rice. *University of Chicago Press.*

"Carillon Music." By William Gorham Rice. *Dodd, Mead.*

"My Life Story from Archduke to Grocer." By Leopold Wolfling. *Dutton.*

"Lincoln the Man." By Edgar Lee Masters. *Dodd, Mead.*

"Little America." By Richard E. Byrd. *Putnam.*

Old Ditson Firm Sold Out

THE Oliver Ditson Company, founded in 1783, one of the oldest music publishing houses in America, having one of the largest lists, has sold out its publishing interest to the Theodore Presser Company in Philadelphia, a firm established about fifty years ago, publishers of *Etude*. The purchase includes all the stock in trade, copyrights, plates, good will and name of the Oliver Ditson Company, but does not include the business of musical instruments, which will be conducted by the former owners under the name of Dit-

son Distributors, Inc., at 179 Tremont Street, Boston. The Ditson retail stores in New York and Boston closed on February 1st. The Boston business of the Presser Company will be operated from 166 Terrace Street, Boston.

Payson Incorporates

THE new publishing office of Wm. Farquhar Payson has enlarged by taking in as associates Roger Rolt-Wheeler, son of Francis Rolt-Wheeler, the author. Mr. Wheeler is to be treasurer and sales-manager. Henry L. Hoffmann will assist in the editorial work. The business has been incorporated and moved to 598 Madison Ave. A very considerable publishing program is under way for 1931.

No Authors Mentioned

WHEN last summer a group of expatriates devoted to literature issued from Paris the announcement that they were going to begin the publishing of a series of books entirely anonymous, the press, both in Europe and America, took up the discussion of the theory. The publishers' argument was that personalities were being overplayed and that there was a chance for some books to go on their own merit. The group began last September by the issuing of two books printed at the St. Catherine Press at Bruges, Belgium, and now they are using the publishing name of Carrefour Editions. They have now established an office in this country at 11 West 42nd Street, and two books have so far been printed, "U. S. A. With Music, An Operatic Tragedy," paper covers, \$2.50, and "Werther's Younger Brother, The Story of an Attitude."

Prayer Book Priced at \$150

THE Standard Book of Common Prayer, the edition from which all other issues for the Episcopal Church of America must be printed, has been, as described in the *Publishers' Weekly* of December 6th, completed at the Merrymount Press, bound in full leather, and a copy of the book is in the Fifty Books Show of the Year, considered the outstanding volume of the collection. Half of the limited edition of 500 copies has

been presented by J. P. Morgan, who underwrote the undertaking, to various heads of dioceses and institutions, and a price of \$150 each has been fixed on the remaining copies for which orders can be placed through the Merrymount Press in Boston as long as copies are available.

Communication

PARCELS TO ENGLAND

Broadway House,
68-74 Carter Lane, E C 4,
London, February 4th, 1931.

Editor, *Publishers' Weekly*:

We are writing to you to suggest you draw American publishers attention to the cost of sending parcels to England.

We have just received a 28 lbs. parcel from New York on which we have had to pay carriage £1. 7s. 11d. Had this been sent through a new organization, Messrs. John H. Faunce, Inc., 8-10 Bridge Street, New York, the cost would have been to us only 7s. that is, a quarter of what we have paid.

We might add that, of course, we have no interest in this firm.

Yours faithfully,

GEORGE RUTLEDGE AND SONS, LTD.

Corrections

THROUGH an error Charles Warren's "Congress, the Constitution and the Supreme Court," published by Little, Brown & Co., was listed in the Weekly Record of December 13th, 1930. This book is not a new edition, but a reprinting of a book originally published in 1925, and there have been no textual changes in it.

The business note in the February 7th issue should have read: Guy Stonestreet, after 21 years at 507 Fifth Ave., has opened the Caxton Book Shop at 35 West 44th St., New York, and removed to that address.

Changes in Price

HARPER & BROS.

"Noguchi," by Dr. Gustav Eckstein, changed to \$5.00.

LONGMANS, GREEN & CO.

Vinick's "Lessons in Loveliness" has been increased from \$1.00 to \$1.50.

FREDERICK A. STOKES COMPANY

Noyes' "Duck Turpin's Ride," increased to \$1.75.



HERBERT S. BAKER

HERBERT SUMNER BAKER, head of the New York office of Bobbs-Merrill, died of cancer at his home, 203 West 107th Street, New York, on Thursday, February 12th. Mr. Baker was born in Manchester, N. H., on Christmas day, 1876. He graduated from Harvard in 1902. After making a connection with the *Readers' Magazine* this periodical was in 1904 bought out by the Bobbs-Merrill Company, and Mr. Baker moved to Indianapolis to become assistant to John J. Curtis, then Vice President and now President of the Company. He followed D. Laurance Chambers into the business by one year, and these two have been closely associated in the growth of the firm's activity. Mr. Baker finally left the editorial office to cover large cities for the firm, and in 1919 became head of the New York office, where he has had charge of the manufacturing and advertising for the firm and covered three large eastern cities. He was a man of strong personality, vigorous, hearty, and modest, who enjoyed playing the part that he did in the successful promotion of Bobbs-Merrill best sellers.

January Book Production

Monthly Statistics of New Book Titles Compiled From The Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers

CLASSIFICATION	January, 1931			Jan. 1930
	New Books	New Editions	Totals 5 Weeks	Totals 4 Weeks
Philosophy, Ethics	24	2	26	15
Religion	72	6	78	55
Sociology, Economics	31	2	33	40
Law	6	—	6	5
Education	21	2	23	7
Philology	15	3	18	5
Science	31	5	36	19
Technical Books	26	9	35	18
Medicine	15	3	18	14
Agriculture	5	1	6	3
Domestic Economy	3	2	5	8
Business	12	—	12	10
Fine Arts	9	1	10	10
Music	14	2	16	1
Games, Sports	13	—	13	11
General Literature	35	4	39	35
Poetry, Drama	46	5	51	44
Fiction	128	73	201	165
Juvenile	21	19	40	45
History	36	5	41	22
Geography, Travel	18	3	21	22
Biography, Genealogy	41	3	44	45
Miscellaneous	3	—	3	6
	625	150	775	605

For January (4 issues of Weekly Record) 1930, the totals were:

New books	482	New editions	123	Total	605
Increase of	143	Increase of	27	Increase	170

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

THERE are a goodly number of interesting new books on religious topics listed in this Weekly Record. "Which Way Religion?" by Harry F. Ward, Professor of Christian Ethics in Union Theological Seminary, pictures American Protestantism at the crossroads, and speculates upon the several directions it may take. A book of quiet faith is "A Country Parson Looks at Religion" by Harold Adye Prichard, Rector of St. Mark's Church, Mt. Kisco, N. Y. In his autobiography, Charles R. Brown, Dean Emeritus of the Yale Divinity School, recalls forty-one years in the Christian ministry, a long and fruitful career as pastor, preacher, educator and author. A symposium, consisting of the lectures delivered last fall at Boston University School of Theology by many noted men of religion, is "Contemporary Preaching, A Study in Trends," edited by G. Bromley Oxnam, President of De Pauw University. See also Pesch, "Our Best Friend" and Dinsmore, "The English Bible as Literature."

One of the important problems in world affairs today is discussed by twenty-two eminent leaders of modern thought in "Dictatorship on Trial," listed under Battaglia. Dictatorship in Austria, Poland, Greece, Turkey, Portugal, Hungary, Italy, and Russia is analyzed by such writers as Wickham Steed, André Maurois, and Ferdinand Ossindowski. "Dawn in India" is a summary of the whole history of the British in India, a description of Indian

religion and philosophy, and a consideration of the British-Indian problem by a man who writes with great knowledge of his subject, Sir Francis Younghusband. In our own country, Charles Franklin Thwing, President Emeritus of Western Reserve University and Adelbert College, interprets our national life and institutions as they appeared between 1911 and 1930.

A little volume has just appeared which offers an opportunity for extremely good sales. There was a demand for the play edition of "Cyrano de Bergerac" while Walter Hampden was playing it with such success. Now the same translator, Brian Hooker has done Hugo's "Ruy Blas," which will be Sir Walter's 1931 production. Those who remember "As It Was" by Helen Thomas, will want the continuation of this very moving love story of the author and her husband, "World without End," which includes the first book in this new volume. "Naked Heel" is the title of the new book of poems by Leonora Speyer. "The Universe Around Us" by Sir James H. Jeans, whose latest, "The Mysterious Universe," is a best seller, appears in a revised edition.

Books on special subjects include "The Meaning of Psychoanalysis" by Peck; "Applied Accounting Principles" by Sanford; "The Home Care of the Infant and Child" by Tisdall; "Amateur Acting and Play Production" by Campbell; "The Ignoramus Garden Book" by Rush and "Backgammon Tactics" by Thorne.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 c.m.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of February 21st, 1931

Abdullah, Achmed

The veiled woman; a novel of West and East. 331p. D [c.'31] N. Y., Liveright \$2

When Fathma fell in love with an American she defied her father and the strict conventions binding a woman's life in Turkey, married and went to New York to live.

Aldrich, Thomas Bailey

The story of a bad boy. 251p. il. D (Juveniles of distinction) [c.'28] [N. Y.] Grosset \$1

Anderson, Margaret Steele

The flame in the wind [new ed.]. 71p. D '30, c.'13, '30 Louisville, Ky., John P. Morton & Co. bds. \$1.50

Anonymous

Hollywood wife. 256p. D c. N. Y., Watt \$2

Life and love in the moving-picture capital.

Barbour, Ralph Henry [Richard Stillman Powell, pseud.]

Mystery Island. 308p. il., diagr. D (Century junior novel) [c.'31] N. Y. Century \$1.75

Phil, who wants to become a detective, is plunged into a case on his summer vacation when some jewels are stolen from his uncle's home.

Bartley, Nalbro Isadorah [Mrs. Horace Lerch]

The premeditated virgin. 309p. D [c.'31] N. Y., Farrar & Rinehart \$2

Mary Ann Plowden, daughter of divorced parents, wishes to marry for keeps, and decides to take the best of the modern code and to learn also from the manners and codes of her grandmother to help her in picking a husband.

Battaglia, Otto Forst de, ed.

Dictatorship on trial; tr. by Huntley Paterson; introd. by Right Hon. Winston S. Churchill. 389p. il. O [c.'31] N. Y., Harcourt \$3.75

Modern dictatorship in Austria, Poland, Greece, Turkey, Spain, Hungary, Italy, and Russia is analyzed by eminent historians, philosophers, statesmen and writers, and is discussed in its relation to history, religion, letters, science and general culture.

Bennett, Richard

Puget Sound; twelve woodcuts; foreword by Edith H. Walton. no p. O (Univ. of Wash. chapb'ks, no. 47) c. Seattle, Wash., Univ. of Wash. B'k Store pap. 65 c.

Bennett, Robert Ames

The raped wolf. 283p. D c. N. Y., Watt \$2
The story of Garnet Lang and her cowboy lover, fighting against odds in the old West.

Berger, Julius

The weekly sermon; sermons on the portion of the week for the holydays and festivals. 303p. D c. N. Y., Bloch Pub. Co. \$2.50

The author is rabbi of Congregation Shaare Zion in Montreal.

Blunden, Edmund Charles

Leigh Hunt's "Examiner" examined. 274p. front. (por.) O [n. d.] N. Y., Harper \$4

The story of Leigh Hunt's celebrated Sunday newspaper from the years 1808-1825, with selections from it, by or concerning Leigh Hunt, Lamb, Keats, Shelley and Byron which illustrate the literary history of that time.

Bojer, Johan

The everlasting struggle; a novel; tr. by Arna Heni and Louise Rourke. 347p. D [c.'31] N. Y., Century \$2.50

The story of a cotter's family in a tiny hamlet on the edge of a Norwegian fjord, of their hopes, ambitions, loves and perpetual struggle for existence.

Boyd, Anne Morris

United States government publications, as sources of information for libraries. 329p. (bibls.) Q '31 N. Y., H. W. Wilson \$4

Brewer, Rev. Ebenezer Cobham

Brewer's dictionary of phrase and fable; new ed., rev. 1158p. O (Readers reference lib.) '30 Phil., Lippincott buck. \$6

Brown, Charles Reynolds

My own yesterdays. 341p. front. (por.) D [c.'31] N. Y., Century \$2

The informal biography of the Dean Emeritus of the Yale Divinity School, who has spent 41 years in the Christian ministry.

Browning, Eva S.

Cyclone, and other poems. 98p. Q '30 N. Y., Parnassus Press. bds., \$2.50; de luxe, \$3.50

Bruce, Gustav Marius

The successful life [religious]. 105p. D '30 Minneapolis, Augsburg Pub. House \$1

Bruce, Kathleen

Virginia iron manufacture in the slave era. 495p. (21p. bibl.) il, map (col.) O (Amer. Historical Ass'n) [c.'31] N. Y., Century \$3.50

The author is professor of history in the College of William and Mary.

Abbot, C. G.

Weather dominated by solar changes. 18p. diagrs. O (Smithsonian misc. coll., v. 85, no. 1) '31 Wash., D. C., Smithsonian Inst. pap. apply

Bellamy, Frederica Le F.

A sacrifice once offered. 65p. il., diagr. S [c.'30] N. Y., Century pap. apply

Bruce, Donald, and Reineke, L. H.

Correlation alinement charts in forest research; a method of solving problems in curvilinear multiple correlation. 88p. (3p. bibl.) diagrs. O (U. S. Dept. of Agri., technical bull. no. 210) '31 Wash., D. C., Gov't Pr. Off.; Supt. of Doc. pap. 15 c.

Buffum, Mary Evaline

The construction of object pronouns in the works of modern Spanish writers. 46p. (4p. bibl.) Q (Univ.

of Mo. studies, v. 5, no. 3) '30 Columbia, Mo., Univ. of Mo. pap. \$1.25

Burgess, A. F.

The gipsy moth and the brown-tail moth. 33p. il., maps, diagr. O (U. S. Dep't of Agri., farmers' bull. no. 1623) [30] Wash., D. C., Gov't Pr. Off.; Supt. of Doc. pap. 10 c.

Burnie, Donald

Tsceminicum; Snake River people [verse]. 66p. D '30 Missoula, Mont., Harold G. Merriam, State Univ. pap. \$1.25

Burrell, O. K.

Forecasting fluctuations in demand for Douglas Fir lumber. 51p. (bibl. footnotes) map, diagrs. O (Univ. of Ore. studies in business, no. 9) '31 Eugene, Ore., Univ. of Ore. Press pap. apply

- Burton, Miles**
The Hardway diamonds mystery. 288p. D '30 N. Y., Mystery League 50 c.
- Burton, William Wilder**
Plane trigonometry. 235p. diags. O [c. '31] N. Y., Crowell \$2.50
This textbook contains five-place logarithmic and trigonometric tables.
- Butler, Pierce**
Materials for the life of Shakespeare. O '30 Chapel Hill, N. C., Univ. of N. C. Press \$2
- Caldwell, Otis William, and others**
Biological foundations of education. 541p. (bibls.) il. (col. front.) diags. O [c. '31] [Bost.] Ginn \$2.72
A textbook on the aspects of biology which are foundational to education, psychology, and sociology.
- Campbell, James H. M.**
Molten amber [verse]. 44p. D [c. '30] Bost., Badger bds. \$2
- Campbell, Wayne**
Amateur acting and play production. 361p. il., diags. O c. N. Y., Macmillan \$3.50
A handbook of stagecraft in all its phases, designed primarily for "little theatre" groups, and including five original non-royalty one-act plays which have been produced under the author's direction at Oklahoma City University.
- Cardozo, Benjamin Nathan**
Law and literature; and other essays and addresses. 190p. (bibl. footnotes) O [c. '31] N. Y., Harcourt \$2.75
Selected essays and addresses of the Chief Justice of the New York State Court of Appeals.
- Carr, William George, comp.**
County unit of school administration. 144p. (18p. bibl.) D (Reference shelf, v. 6, no. 10) c. N. Y., H. W. Wilson 90 c.
- Cary, Marie Sherman**
The world was seventeen. 331p. D [c. '31] N. Y., Century \$2
The story of a man's loyalty to mother and daughter and his influence on their lives.
- Chambe, René**
Still a woman. 303p. D [c. '31] N. Y., Sears \$2
A Roumanian countess and a Frenchman were in love during the War and afterward, but the great task to which she had dedicated herself, kept them apart.
- Chatterji, Jagadish Chandra**
India's outlook on life; the wisdom of the Vedas; introd. by John Dewey. 75p. (bibl. footnotes) O c. N. Y., Kailas Press, 200 W. 57th St. \$1.50
An introduction to the Vedic philosophy, associated with Brahman culture.
- Coates, Grace Stone**
Black cherries [lim. ed.]. 213p. D c. N. Y., Knopf \$2.50
A glimpse into the intimate world of childhood through the story of a little girl of five and her life on a Kansas farm.
- Colter, Eli**
The adventures of Hawke Travis; episodes in the life of a gunman. 220p. D c. N. Y., Macmillan \$2
The life of a western desperado who, fifty years ago, staged hold-ups, ran crooked gambling joints and rustled horses.
- Cone, H. G.**
Harvest home [verse]. 147p. D '30 N. Y., Knickerbocker Press \$2.50, priv. pr.
- Constantin-Weyer, Maurice**
Towards the West. 253p. D [c. '31] N. Y., Macaulay \$2
Laid in the time of the French Canadian rebellion against the English, this is the story of Jeremy, son of the wilds, and his journey into the North to secure furs with which to pay the bride money for his sweetheart.
- Cooper, Courtney Ryley**
End of steel. 281p. D [c. '30, '31] N. Y., Farrar & Rinehart \$2
The story of Kirk Devore, who came as a raw recruit to the railroad construction gangs of the Canadian North.
- Cox, John, jr.**
Quakerism in the City of New York, 1657-1930 [lim. ed.]. 144p. il. D '30 N. Y., Author, 7 E. 42nd St. \$2.50, priv. pr.
- Crook, Wilfrid Harris**
The general strike; a study of labor's tragic weapon in theory and practice. 665p. (11p. bibl.) O (Univ. of N. C. social study ser.) c. Chapel Hill, N. C., Univ. of N. C. Press \$6
The history and theory of the general strike, with detailed studies of the more dramatic and typical examples of its practice, in various countries.
- Cross, Victoria, pseud. [Vivian Cory]**
The unconscious sinner. 252p. D [c. '30] N. Y., Macaulay \$2
Under hypnotic control, a beautiful girl, devoted to her fiancé, yields to another man.
- Daiger, K. S.**
Fourth degree; a mystery novel. 296p. D [c. '31] Phil., Macrae, Smith \$2
Six people were under suspicion of the murder of "Sunny" Paige, beautiful young Baltimore society matron.
- De Angelis, Jefferson, and Harlow, Alain Fay**
A vagabond trouper. 325p. il. O [c. '31] N. Y., Harcourt \$3.50
The autobiography of a veteran actor, who has played in many strange corners of the world, and whose career covers over sixty years of American stage history.

Chatfield, Charlotte, and Adams, Georgian
Proximate composition of fresh vegetables. 24p. (bibl. footnotes) O (U. S. Dep't of Agri., circular no. 146) '31 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Comstock, Mrs. Belle Jessie Wood
A journey to happy healthland; health hints for boys and girls. 80p. il. D [c. '30] Mountain View, Cal., Pacific Press Pub. Ass'n pap. 25 c.

Conklin, Edmund S.
A volume-year check list of psychological and allied journals. 20p. (Univ. of Ore. pub'n, psych. ser., v. 1, no. 2) '31 Eugene, Ore., Univ. of Ore. Press pap. apply

Contemporary industrial processes. 108p. O (Univ. of N. C. Ext. bull., v. 10, no. 2) '30 Chapel Hill, N. C., Univ. of N. C. Press pap. 75 c.

Curtis Publishing Company, Division of Commercial Research

The aviation industry; a study of underlying trends. 176p. front. maps (pt. col.) diags. (pt. col.) Q '30 c. Phil., Author bds. apply

Darrow, George M.

Experimental studies on the growth and development of strawberry plants. 24p. il. O '31 Balt., Johns Hopkins Press pap. 24 c.

De Hovre, Rev. Franz

Philosophy and education; the modern educational theories of naturalism, socialism and nationalism; tr. by Rev. Edward B. Jordan. 485p. (2p. bibl.) D c. N. Y., Benziger Bros. \$3.25

A textbook for normal schools and teachers' colleges.

De Lamarter, Jeanne

Colored sails [verse]. 79p. D '30 c. Chic., Robert Packard & Co. bds. \$2

Dexter, Elisabeth Williams Anthony [Mrs. Robert Cloutman Dexter]

Colonial women of affairs; women in business and the professions in America before 1776; 2nd ed., rev. 244p. (5p. bibl.) il. O '31, c. '24, '31 Bost., Houghton \$3.50

Dinsmore, Charles Allen

The English Bible as literature. 328p. (bibl. footnotes) O c. Bost., Houghton \$2.50

A comparative study of the best in the English Bible with the best in other literatures.

Diven, Robert Joseph

The black wolf mystery; il. by Charles Livingston Bull. 250p. D (Century junior novel) [c. '31] N. Y., Century \$2

A boys' story of adventure in the deep woods of Alaska.

Dooley, Bernard F. J.

The servant of the King; the legend of Saint Christopher. 98p. front. D [c. '30] Milwaukee, Bruce Pub. Co. \$1

For boys and girls.

Dorrance, James French

The Golden Alaskan. 311p. D [c. '31] N. Y., Macaulay \$2

Romance, adventure and mystery in the gold-mining country of Alaska, today.

Doyle, Sir Arthur Conan

The White Company. 397p. il. D (Juveniles of distinction) [c. '27] [N. Y.] Grosset \$1

Dubray, Rev. Charles Albert

Toward the priesthood. 258p. D [c. '30] Milwaukee, Bruce Pub. Co. \$2.25

General principles for the seminarian.

Durante, Jimmy, and Kofoed, Jack

Night clubs. 246p. il. O c. N. Y., Knopf \$3.75

A popular New York night club entertainer reveals what goes on behind the scenes in Broadway's amusement places.

Elson, William Harris, and others

The Elson basic readers; Pre-primer: Primer, and Book I. il. (col.) D (Life-reading service) [c. '27, '30] Chic., Scott, Foresman 12 c.; 56 c.; 60 c.

Engle, Trall

Self beautiful [verse]. 80p. front. (por.) D c. '30 Van Wert, O., Author \$1.50

English scene (The); the spirit of England in the monuments of her social life and industrial history. 133p. il., diagr. O '31 N. Y., Macmillan buck. \$2.50

About the windmills, tithe barns, moat halls, and other landmarks and relics of former times that can still be seen in England today. These articles are reprinted from *The Times*, London.

Evans, F. Gwynne

Here be dragons; a book of children's verse. 109p. il. O '30 [N. Y.], Macmillan bds., \$3

Evison, Herbert

A state park anthology. 209p. il. D '30 Wash., D. C., Nat'l Conference on State Parks, 905 Union Trust Bldg. \$2.50; pap., \$1.75

Fielding, Archibald

The Craig poisoning mystery. 306p. D '30 c. N. Y., Cosmopolitan \$2

Inspector Pointer of Scotland Yard solves the mystery of the death of Ronald Craig, who wrote a letter while he was ill saying that he was being poisoned.

Fillmore, Parker Hoysted

Yesterday morning. 315p. D [c. '31] N. Y., Century \$2

A novel in which the main figure is an American boy who grows to understand his family's past and present.

Fish, Henrietta A.

Heart to heart poems. 178p. il. S c. [San Francisco, Author, 150 Franklin St.] flex. fab., \$1.50

Fisher John

The uncertain traveller. 284p. D '31, c. '30, '31 N. Y., Morrow \$2

Frank Bentley drifts from Italy during the revolution of 1850, to America, where he joins the gold rush and at last finds the reality he has been seeking.

Fredrick, Millie Bruhl

On contract. 244p. D [c. '31] Bost., Stratford \$2

When the fascinating roué whom Helen Fleming had loved six years previously proposes marriage on a contract, she accepts.

Friend, Oscar Jerome [Owen Fox Jerome, pseud.]

The range maverick. 285p. D c. N. Y., Watt \$2

A western story, which contrasts a western and an eastern girl against a background of the cow town that is the rendezvous for the reckless.

Furness, Clifton Joseph, ed.

The genteel female; an anthology. 351p. (6p. bibl.) il. O (Americana deserta) c. N. Y., Knopf \$3.50

These selections from the minor literature of the first half of the 19th century reveal the Victorian female as she really was.

Dolan, Lenore K.

The good health treasure book. 136p. O [c. '30] Dayton, O., Paine Pub. Co. pap. 50 c.

Educational directory, 1931; Pt. 1, Elementary and secondary school systems. 62p. O (U. S. Dep't of Int., Office of Educ., bull., 1931, no. 1) '31 Wash., D. C., Gov't Pr. Off.; Supt. of Doc. pap. 15 c.

Fraser, Angus James

Trauma, disease, compensation; a handbook of their medico-legal relations. 538p. (bibl.) O '30 Phil., F. A. Davis \$6.50

Goold, Marshall N.

Paul and Thekla; a religious drama in four acts. 77p. front. S [c. '30] N. Y., Century pap. 50 c.

Gage, General Thomas

The correspondence of General Thomas Gage with the Secretaries of State, 1763-1775; v. 1; ed. by Clarence Edwin Carter. 467p. (bibl. footnotes) O (Yale hist. pub'ns, manuscripts and edited texts, 11) c. New Haven, Conn., Yale bds., \$5

These selected letters of the Commander-in-Chief of the British forces in America during the critical years from 1763 to 1775 reveal a significant trend towards the unification of British colonial administration just prior to the American Revolution.

Gaither, Frances

The painted arrow. 253p. il. (col. front.), map D c. N. Y., Macmillan \$2

A story for children about a young French boy's experiences and life in an Indian village in early Colonial days.

Garrod, Heathcote William

Poetry and the criticism of life. 176p. O c. Cambridge, Mass., Harvard \$2

Including besides the title essay, essays on Matthew Arnold, Emerson, Clough, Bridges' "Testament of Beauty" and "Methods of Criticism in Poetry." By the Charles Eliot Norton Professor of Poetry in Harvard University.

Gibbard, Mabel Kitty

Pastimes and sports for girls. 256p. il., diagrs. O '31 Phil., Lippincott \$2

Indoor and outdoor occupations for one girl or a group of girls.

Gibbs, Wolcott

Bird life at the Pole; by Commander Christopher Robin. 171p. il. D c. N. Y., Morrow \$2

An account of the Christopher Robin expedition to the Antarctic on board the U.S.S. Lizzie Borden.

Gill, Elizabeth

The crime coast. 308p. D (Crime club) [c.'31] Garden City, N. Y., Doubleday, Doran \$1

A murder mystery of the French Riviera. A Crime Club selection.

Gillum, Mrs. Lulu Williams

Color and design; a practical art book. 207p. (6p. bibl.) il. (col.) D c. Kansas City, Mo., Gillum Pub. Co. fab., \$1.50

The application of color and design to costume design, interior decoration, architecture and landscape gardening.

Goldring, Douglas

Sardinia, the island of the nuraghi. 270p. (bibl.) il., map O [n.d.] N. Y., Morrow \$4

A description of past and present life in Sardinia where the strange towers, called nuraghi, are relics of an earlier race of men.

Goldsmith, Margaret [Mrs. Frederick Voight]

Zeppelin; a biography. 278p. (bibl.) il. O c. N. Y., Morrow \$3.50

The life of the inventor of the Zeppelin, who, as a young German officer joined the Union Army in the American Civil War as military observer, and afterwards began his aeronautical experiments in this country.

Goodchild, George

The monster of Grammont. 288p. D '30 N. Y., Mystery League 50 c.

Grabo, Carl Henry

A man and a woman. 298p. D [c.'31] N. Y., Century \$2

When Helen Barrows, a militant young feminist, is swept into marriage with an Illinois farmer she finds their opposing temperaments in constant conflict and her ideas gradually changing.

Grayson, Charles

Spotlight madness; a novel. 319p. D [c.'31] N. Y., Liveright \$2

The story of Ethan Doyle, the screen's favorite lover at the age of 21, and the people he used on his upward climb to success.

Heim, Karl

The new divine order; tr. by E. P. Dickie. 124p. D [n.d.] N. Y., Harper \$1.75

Essays by a German Pietist.

Higgins, Howard Hubert

Influencing behavior through speech. 346p. (3p. bibl.) O '30 Bost., Expression Co. \$2.50

Hoffman, Herman B.

Love—the conqueror. 80p. D [c.'31] Bost., Christopher Pub. House \$1.25

A poem about life and love among the lumberjacks of the northwest.

Holt, Edwin Bissell

Animal drive and the learning process; an essay toward radical empiricism; v. 1, with a supplementary essay on This material world, by Harold Chapman Brown. 314p. (16p. bibl.) D [c.'31] N. Y., Holt \$2.50

Horler, Sydney

Peril! 288p. D '30 N. Y., Mystery League 50 c.

Horn, Henry Harcourt

An English colony in Iowa. 91p. D [c.'31] Bost., Christopher Pub. House \$1.50

A tale of early days in Iowa.

Hoskier, Herman Charles

"The bronze horses"; a comment on the prose-poem of Amy Lowell; lim. ed. 20p. D '30 Portland, Me., Mosher Press bds., \$1.25

Hugo, Victor Marie, comte

Ruy Blas; modernized in English verse by Brian Hooker; introd. by Clayton Hamilton. 191p. D [c.'31] N. Y., Holt \$2

The translator of "Cyrano de Bergerac" has prepared this version of Hugo's play also for the use of Walter Hampden, who will produce it in New York, this year.

Hume, Hardrada Harold

Azaleas and camellias. 98p. il. (col. front.) D c. N. Y., Macmillan \$1.50

[corrected price]

Gray, Henry

Anatomy of the human body; 22nd ed., rev.; ed. by Warren H. Lewis. 1391p. (bibl.) il. (pt. col.) Q '30 Phil., Lea & Febiger \$10

Gwatkin, William Emmett, jr.

Cappadocia as a Roman procuratorial province. 66p. (4p. bibl.) map Q (Univ. of Mo. studies, v. 5, no. 4) '30 Columbia, Mo., Univ. of Mo. pap. \$1.25

Illinois University: Bureau of Business Research

Financial plan of department stores; studies in financial structure. 37p. O (Bull., no. 32) '30 Urbana, Ill., Univ. of Ill. pap. apply

Jones, Paul V. B.

Analytical survey of modern European history with assignments and special exercises; Pt. 2, 1815-1930. 51p. (6p. bibl., bibls.) O c. N. Y., Macmillan pap. 50 c.

Jackson, George Gibbard

Pastimes and sports for boys. 256p. il.,
diags. O '31 Phil., Lippincott \$2
Things for boys to make and do both indoors and
outdoors.

Jeans, Sir James Hopwood

The universe around us; rev. ed. 361p. il.,
diags. O '31, c. '29, '31 N. Y., Macmillan
\$4.50

Johnson, Cecil, comp.

A bibliography of the writings of George
Sterling [lim. ed.]. 71p. O c. San Fran-
cisco, Windsor Press, 461 Bush St. \$6

Jones, Leslie Webber, and Morey, Charles Rufus

The miniatures of the manuscripts of
Terence prior to the thirteenth century: the
plates. no p. il. (col. front.) F (Illuminated
manuscripts of Middle Ages) [n.d.] Prince-
ton, N. J., Princeton buck., \$20
This volume contains reproductions of the mini-
atures, arranged for study, with a brief description of
each scene in each of the six plays portrayed.

Jordan, Donaldson, and Pratt, Edwin J.

Europe and the American Civil War;
introd. by Samuel Eliot Morison. 311p. (20p.
bibl.) il. O c. Bost., Houghton \$4
A study of how the educated public of Europe re-
sponded to the Civil War.

Kelly, Gerald

Terry Donovan. 231p. front. D [c. '30]
Milwaukee, Bruce Pub. Co. \$1.50
A boys' story of school life at St. Mary's.

Kelty, Mary G.

The growth of the American people and
nation. 638p. il. (pt. col.), maps D (Tryon
and Lingley hist. ser.) [c. '31] Bost., Ginn
\$1.32
A companion volume to "The Beginnings of the
American People and Nation" for use in the middle
grades of the elementary school.

King, Marian

The Dutch Mother Goose. 127p. il. (col.)
S '30 Chic., A. Flanagan 68 c.

Koger, Ethel Brooks, ed.

Florida poets, 1930. 116p. T '30 c. New-
port, Ky., Internat'l Writers' League \$1.50

Krapp, George Philip, ed.

The Junius Manuscript. 305p. (13p. bibl.)
O (Anglo-Saxon poetic records, v. 1) c.
N. Y., Columbia Univ. Press \$4
The first volume in a series which plans to include
all the surviving records of Anglo-Saxon poetry with
each of the four important miscellany manuscripts
forming a separate volume.

Lanz, Henry

The physical basis of rime; an essay on
the aesthetics of sound. 379p. (7p. bibl.) il.,

diags. O c. Stanford Univ., Cal., Stanford
Univ. Press \$6.75

That rhyme is the organizing factor in the melody
of verse and that it stimulates emotion is the author's
conclusion after a scientific study of rhyme, using
the methods of the physicist.

Leslie, Henrietta [Mrs. Harrie Schütze]

Mrs. Fischer's war; foreword by John Gals-
worthy. 301p. D c. Bost., Houghton \$2.50
A story of the war years told from the viewpoint
of Janet Fischer who loved both her husband, fight-
ing in the German Army, and her son John, fighting
in the English Army.

Lipman, William R.

The night is long. 285p. D c. N. Y.,
Ives Washburn \$2
The story of Sallie Carlotta, a night club dancer,
and of the men in her life who helped her win
fame.

Louthan, Mrs. Hattie Horner

The short-story craftsman; the rhetoric of
short fiction. 302p. D '30 Denver, Col.,
Univ. of Denver \$2.50

Love, Clyde Elton

Elements of analytic geometry. 160p. diags.
D c. N. Y., Macmillan fab., \$1.60
An abridgment of the author's "Analytic Geom-
etry."

Lucas, Edward Verrall

Traveller's luck; essays and fantasies. 207p.
front. D '31 Phil., Lippincott \$2
Travel sketches and essays on a variety of sub-
jects, which have appeared in *Punch* and the *London
Times*.

McAlister, Hugh

Conqueror of the highroad; a story of a
boy's indomitable persistence in the field of
automobile development. 256p. front. D
(Worthwhile b'ks for boys) [c. '30] Akron,
O., Saalfeld Pub. Co. 60 c.

The flight of the silver ship; around the
world aboard a giant dirigible. 256p. il. D
(Worthwhile b'ks for boys) [c. '30] Akron,
O., Saalfeld Pub. Co. 60 c.

Stand by; the story of a boy's achievement
in radio. 256p. il. D (Worthwhile b'ks for
boys) [c. '30] Akron, O., Saalfeld Pub. Co. 60 c.

McAstocker, David Plante [David Dorley, pseud.]

A Friend of mine. 149p. S [c. '30] Mil-
waukee, Bruce Pub. Co. \$1.25
Chapters on the different qualities in the relation-
ship of Christ to man.

MacDonald, Philip

The wraith. 306p. D (Crime club) [c. '31]
Garden City, N. Y., Doubleday, Doran \$1
The murder of one of Mr. Host's cats is the be-
ginning of a mystery which endangers many lives.

Kearns, John

The love-dial; a romantic pageant and pantomime.
48p. D (Masques without words) '30 Bost., W. H.
Baker pap. 50 c.

The madde shepherd; a dance pantomime of the
period of Charles the First. 48p. D (Masques with-
out words) '30 Bost., W. H. Baker pap. 50 c.

Lentz, John Adolph

Dental kinematics. 98p. il. diags. D '30 Los
Angeles, Wetzel Pub. Co. \$2

Lomax, A. L., and Van Guilder, Theodore

Marketing and manufacturing factors in Oregon's
flax industry. 43p. (bibl.) O (Univ. of Ore. studies
in bus., no. 8) '30 Eugene, Ore., Univ. of Ore.
Press pap. apply

Lyttle, John Dooley

Laboratory pediatrics. 205p. (bibls.) il. diags. O
(Clinical pediatrics, v. 20.) '30 N. Y., Appleton
\$8.50, set

McFee, Mrs. Inez Nellie Canfield

Forest friends in fur. 252p. il. S '30
Chic., A. Flanagan 76c.

[MacLatchy, Josephine Harriet], ed.

Education on the air; first yearbook of the
Institute for Education by Radio. 409p. O
'30 Columbus, O. [Bur. of Educational Re-
search] Ohio State Univ. \$3

The proceedings of the Institute, which was held
in Columbus last year and sponsored by the Payne
Fund and the Ohio State Department of Education,
are arranged under seven subject headings.

MacLeod, LeRoy

Three steeples; a tragedy of earth. 462p.
map O [c.'31] N. Y., Covici, Friede \$2.50

A novel of the Middle West early in the twentieth
century. In the story of the building of a church, a
whole community is revealed.

Maritain, Jacques

The things that are not Caesar's; tr. by
J. F. Scanlan. 254p. (bibl. footnotes) D c.
N. Y., Scribner \$2.50

An essay on the relations between the Catholic
Church and the State.

Marryat, Frederick

Mr. Midshipman Easy. 383p. il. D (Juve-
niles of distinction) [c.'28] [N. Y.], Gros-
set \$1

Massey, Vincent

Good neighbourhood, and other addresses
in the United States. 375p. D '30 c. [N. Y.],
Macmillan \$3

By the first Canadian Minister to the United
States.

Mitchison, Mrs. Naomi Margaret Haldane

The hostages, and other stories for boys
and girls. 340p. il. D [c.'31] N. Y., Har-
court \$2.50

Stories of boys and girls from the 4th century B.C.
to the 12th, A.D.

Moore, William H., D.D.

Frequent fallacies; causes and results of
mental confusion. 77p. D [c.'31] Bost.,
Christopher Pub. House \$1.50

Morice, Henri

The gospel of divine providence; tr. by Rev.
J. M. Lelen. 191p. D [c.'30] Milwaukee,
Bruce Pub. Co. \$1.50

Morse, Richard Ely

Winter garden [lim. ed.]. 59p. O c.
Amherst, Mass., Poetry Soc. of Amherst Col-
lege bds., \$1.50

A book of poetry.

National Industrial Conference Board

Trends in the foreign trade of the United
States. 346p. O '30 N. Y., Author \$3.50

Nelson, "Bob"

World beaters. 250p. D '30 c. Bost.,
Meador Pub. Co. \$2

Al Tool, vaudevillian, tells of his trip around the
world, which included many amusing incidents and
a double romance.

Nicoll, Allardyce

A history of early nineteenth century drama,
1800-1850; 2 v. 584p. (bibl. footnotes) O '30
N. Y., Macmillan \$11

A guide to the theatrical tendencies and the dra-
matic activities of the early 19th century in England.
Volume 2 contains the list of plays produced in that
period.

Olsen, Mahlon Ellsworth

The Carpenter of Nazareth. 126p. S [c.'30]
Takoma Park, D. C., Review & Herald Pub.
Co. \$1; pap., 50c.

Orr, Frederick Wesley

Essentials of effective speaking; a handbook
for a beginning course in speaking. 323p. D
'31, c.'21-'31 N. Y., Macmillan \$1.40

Oxnam, Garfield Bromley, ed.

Contemporary preaching; a study in trends.
256p. (bibl. footnotes) D [c.'31] N. Y.,
Abingdon \$2

These lectures by Raymond Calkins, James Gordon
Gilkey, Bishop Edgar Blake, Stanley High, and
others, were delivered before the Boston University
School of Theology in October, 1930.

Paillou, Francesca

A handful of songs; lim. ed. 264p. front.
(por.) D '30 Portland, Me., Mosher Press
bds., \$3

Peck, Martin W., M.D.

The meaning of psychoanalysis. 249p. D
'31, c.'30, '31 N. Y., Knopf \$2.50

For those who wish an introduction to the science,
free from controversial details. The book includes a
description of the actual procedure in a physician's
office and numerous case histories.

Perkins, Kenneth

Voodoo'd. 289p. D (Harper sealed mys-
tery) c. N. Y., Harper \$2

After Basil Boyean, idol of New Orleans society,
had undergone an operation in which a gland from
the corpse of a murderer had been placed in his
body, he found himself inexplicably drawn to the old
Juvenal home where a horrible murder had been
committed.

Pesch, Christian

Our best Friend; tr. by Bernard A. Haus-
mann. 275p. (bibl. footnotes) D [c.'31]
Milwaukee, Bruce Pub. Co. \$2.25

Treatises on the devotion of the Sacred Heart of
Jesus.

Plivier, Theodor

The Kaiser's coolies; tr. by Margaret Green.
308p. D '31, c.'30, '31 N. Y., Knopf \$2.50

The dramatic story of the Imperial High Sea Fleet
during the World War is told by a German common
sailor.

McGovney, Dudley Odell, ed.

Cases on constitutional law. 1842p. Q [c.'30] Ind.,
Bobbs-Merrill fab. \$7.50

Maier, Walter A.

Courtship. 16p. T (KFUO tract no. 15) '30 St.
Louis, Concordia Pub. House pap. 5c.

Weddings—and what they should be. 16p. T
(KFUO tract no. 16) '30 St. Louis, Concordia Pub.
House pap. 5c.

Marvin, Dwight Edwards

Sakira, and other poems. 60p. S '30 Summit,
N. J., Author priv. pr.

Orr, Frederick W.

Student's work book; audience analysis, thought
organization, and speech criticism blanks; to be
used with Essentials of effective speaking. no p.
Q c. N. Y., Macmillan pap. 40c.

Paramananda, Swami

Right resolutions. 24p. S '30 Bost., Vedanta Centre,
32 Fenway flex. cl., apply

Pearl, Raymond

Introduction to medical biometry and statistics;
2nd ed., rev. and enl. 459p. (bibl.) il. diagra. O
'30 Phil., Saunders \$5.50

Powlison, Keith

Profits of the national banks. 115p. (bibl. footnotes) diags. D [c.'31] Bost., Badger \$2
An economic study of national bank operations in recent years.

Prichard, Harold Adye, D.D.

A country parson looks at religion. 293p. front. D c. N. Y., Harper \$2.25
Essays on the problems of life and religion by the rector of St. Mark's Church, Mt. Kisco, N. Y.

Resch, Rev. Peter A., and Juergens, Rev. Sylvester P.

"My Father's business"; a prayer book for Catholic students; 2nd ed. 352p. il. Tt [n.d.] Kirkwood, Mo., Maryhurst Normal Press flex. fab., 75 c.

Reuter, Edward Byron

Race mixture; studies in intermarriage and miscegenation. 231p. (bibl. footnotes) O c. N. Y., Whittlesey House, McGraw-Hill \$2.50
Racial mixture and amalgamation, and the problem of the mulatto, especially in North America, considered sociologically.

Ross, Sir Edward Denison

The Persians. 142p. (3p. bibl.) il., map D '31 [N. Y.], Oxford \$2
A short work on the geographical, historical, artistic and literary aspects of Persia.

Rush, Mary Wheeler

The ignoramus garden book. 172p. [c.'31] N. Y., Sears \$2.50; \$3
A practical handbook for the beginner who would like a flower garden.

Sanford, Emmett Reid

Applied accounting principles. 549p. (bibl.) diags. O [c.'31] N. Y., Crowell \$4.50
An elementary text to cover a one-year course in colleges and universities.

Sawyer, Newell W.

The comedy of manners, from Sheridan to Maugham. 282p. (19p. bibl.) O c. Phil., Univ. of Pa. Press bds., \$3
A history of this type of comedy since its culmination in "The School for Scandal."

Schultz, Alan Brener

Lady for love. 352p. D [c.'31] N. Y., Liveright \$2
The story of the conquests of Marta Colby, a very modern young American business girl, who, although she was not always discreet was unfailingly seductive.

Scollard, Clinton

Songs out of Egypt; lim. ed. 64p. D '30 Portland, Me., Mosher Press bds., \$1.50

Serjeantson, M. S., ed.

Annual bibliography of English language and literature; v. 10, 1929. 244p. O c.'30 [N. Y., R. R. Bowker Co.] pap., \$2.25

Shakespeare, William

Shakespeare's Macbeth; ed. by C. Ralph Taylor. 230p. il., map S (Laurel Eng. classics) [c.'30] Chic., Laurel Bk. Co., 325 S. Market fab., 60 c.

Sherman, Harold Morrow

Shoot that ball! and other basketball stories. 240p. front. D [c.'30] N. Y., Grosset 50 c.

Sill, Howard

Maryland silversmiths, 1715-1830; lim. ed. il. F '30 Balt., Lord Baltimore Press, 1500 Green Mount Ave. bds., \$30, bxd.

Simpson, Herbert D.

Tax racket and tax reform in Chicago. 306p. (15p. bibl.) diags. O [c.'30] Chic., Inst. for Economic Research, Northwestern Univ. \$2.50
A study of the tax situation in Chicago.

Spahr, Walter Earl

The Federal Reserve System and the control of credit. 156p. (bibl. footnotes) diagr. D c. N. Y., Macmillan \$1.75
This essay won the first prize of \$1000 in the Alvan T. Simonds Annual Economic Contest of 1929.

Speyer, Mrs. Leonora von Stosch

Naked heel. 93p. O '31, c.'21-'31 N. Y., Knopf \$2.50
Lyrics, sonnets and longer poems by a well known poetess, a winner of the Pulitzer Prize.

Spoo, Margaret

The greatest need. 110p. D [c.'30] Bost., Badger \$2
Quotations about vision, courage, patience and gratitude.

Stead, Robert James Campbell

The copper disc. 312p. D (Crime club) [c.'30, '31] Garden City, N. Y., Doubleday, Doran \$1
Behind the fatal copper disc lay a mind which held domination over half the world and Morley Kent found himself involved in the mystery.

Stoker, Bram

Dracula; il. with scenes from the photoplay. 363p. D (Popular copyrights) [c.'97] N. Y., Grosset 75 c.

Stolee, Michael J.

The genesis of religion. 174p. (5p. bibl.) D [c.'30] Minneapolis, Augsburg Pub. House \$1.50

Reddy, Anne Waller, comp.

West Virginia Revolutionary ancestors. 91p. O '31 [Richmond, Va., Compiler, 1005 E. Marshall St.] \$10

Rice, Adams T.

Pinocchio; a fantastic comedy in eight scenes; dramatized from the translation of the Italian fairy tale of Hezekiah Butterworth. 77p. D [c.'31] N. Y., S. French pap. 50 c.

Rice, Stephen D.

Comparative class rate book; freight rates in official classification territory predicated upon the Eastern Class Rate Decision. 183p. Q '30 N. Y., Shipping Service Organization, 25 W. 43rd St. fab. \$12.50, bxd.

Rolleston, Sir Humphry Davy, bart.

Internal medicine. 101p. D (Clio medica, v. 4) '30 N. Y., P. B. Hoeber \$1.50

Schwabacher, Joseph

History of the Schnauzer and Miniature Schnauzer. 55p. il. S [c.'30] [Phil., Popular Dog Pub. Co., 119 S. 19th St.] pap. \$1.50

Shotwell, James T.; Fosdick, Raymond B.

The conditions of enduring prosperity: The international implications of the business depression. 34p. D (Internat'l conciliation, no. 267; Studies in world economy no. 1) '31 N. Y., Carnegie Endowment for Internat'l Peace pap. 5 c.

Strachey, Amy

St. Loe Strachey; his life and his paper. 387p. (front. por.) O [n.d.] N. Y., Brewer & Warren \$5

The widow of the owner and editor of *The London Spectator*, from 1898 to 1925, tells of his life from 27 to 67, describing the political events in which he was concerned, his contacts and correspondence with the great men of his time, and the domestic and social life of England during this period.

Stuttgart Psalter (The); biblia folio 23,

Wuerttembergische Landesbibliothek, Stuttgart [description of the plates by Ernest T. De Wald]. il. (col. front.) Q (Illuminated manuscripts of Middle Ages) '30 Princeton, N. J., [Princeton] \$20, bxd.

A facsimile reproduction in looseleaf plates of the Stuttgart Psalter. It is accompanied by a paper bound volume which contains a collation of the manuscript and a description of the illuminations in the text. Further studies of the manuscript will be presented in a second volume. Published for the Department of Art and Archaeology of Princeton University.

Swasey, Robert

Maple drive; a story under Fayal. 82p. D [c.'31] Bost., Badger bds. \$2

A narrative poem of New England village life, in the shadow of the mountain, Fayal.

Terhune, Albert Payson

A dog named Chips. 267p. D c. N. Y., Harper \$2

The adventures of Chips, born a mongrel, who insinuated himself into the home of the ninth richest woman in America.

Thomas, Helen Noble [Mrs. Edward Thomas]

World without end. 218p. O '31, c. '27, '31 N. Y., Harper \$2.50

The wife of the English poet, Edward Thomas, who was killed in the War, tells of their years of married life in the same tender and frank vein which characterized "As It Was," the story of their early love, which is also included in this volume.

Thompson, Charles John Samuel

The mystery and lore of apparitions; with some account of ghosts, spectres, phantoms and boggarts in early times. 331p. il. O [n.d.] N. Y., Stokes \$4

The history of ghost-lore and legends, illustrated with early woodcuts, old prints and photographs.

Thorndike, Edward Lee

Human learning. 206p. (bibl.) diagrs. D (Century psych. ser.) [c.'31] N. Y., Century \$2.25

Explaining the most recent theories as to how man's learning power functions. The Messenger Lectures at Cornell University, 1928-9.

Thorne, Harold

Backgammon tactics. 78p. diagrs. D [c.'31] N. Y., Dutton \$2

Fifty concrete examples of how to play difficult casts.

Thwing, Charles Franklin, D. D.

American society; interpretation of educational and other forces. 280p. D c. N. Y., Macmillan \$2.25

An interpretation of American life in the years from 1911 to 1930, its institutions, principles, ideas, and characteristics.

Tisdall, Frederick F., M.D.

The home care of the infant and child. 311p. il. O [c.'31] N. Y., Morrow \$3

A handbook of the most recent information about caring for infants and small children.

Topping, C. W.

Canadian penal institutions. 126p. O (Social service monographs) Chic., Univ. of Chic. Press \$3

Tuck, Clyde Edwin

The Bald-knobbers; a novel of the Ozarks. 281p. D [c.'30] Kansas City, Mo., Burton Pub. Co. \$2

Turnbull, Margaret

A monkey in silk. 302p. D c. Phil., Lippincott \$2

Taken into the home of his newly-discovered and wealthy grandfather, Royall Dorr finds that he is only a pampered toy to be taught the tricks of society for the old man's entertainment.

Van de Water, Frederic Franklyn

Havoc. 314p. D (Crime club) [c.'31] Garden City, N. Y., Doubleday, Doran \$1

A murderer lurking in the Canadian wilderness brought terror into a little colony of vacationists.

Villard, Oswald Garrison

The press today. 96p. S [c.'30] [N. Y., The Nation, 20 Vesey St.] bds. 75 c.

Vogel, Claude Lawrence, ed.

Franciscan philosophy and education; a symposium of essays. 207p. (bibl. footnotes) O [c.'30] Milwaukee, Bruce Pub. Co. \$2.50

Wallace, Philip B., and Dunn, William Allen

Colonial iron work in old Philadelphia; the craftsmanship of the early days of the Republic. 160p. il., diagrs. F [c.'30] N. Y., Architectural Bk. Pub. Co. \$15

Ward, Harry Frederick

Which way religion? 221p. D c. N. Y., Macmillan \$2

A discussion of the future of American Protestantism.

Waters, Crystal

Song, the substance of vocal study. 148p. front. O [c.'30] N. Y., G. Schirmer bds. \$2

Way of a pilgrim (The); tr. by Rev. R. M.

French. 149p. D [c.'31] Milwaukee, Morehouse Pub. Co. \$1.50

The story of a Russian Pilgrim, which was found at Kazan and printed there in 1884.

Spalding's Official athletic almanac, 1931. 261p. il. S (Spalding's athletic lib., no. 9) c.'31 N. Y., Amer. Sports Pub. Co. pap. 35 c.

Stoughton, Bradley, and Butts, Allison

Engineering metallurgy; a textbook for users of metals; new 2nd ed. 498p. il. O (Metallurgical texts) '30 N. Y., McGraw-Hill \$4

Turner, Clair Elsmere, and Collins, Georgie B.

Health; rev. ed. 240p. il. diagr. D (Malden health ser.) '30, c.'24, '30 Bost., Heath apply

Watkins, Edgar

Watkins on shippers and carriers; 4th ed. '30 Atlanta, Ga., Harrison Co. fab. \$15

Williams, J. Whitridge

Obstetrics; a textbook for the use of students and practitioners; 6th ed., rev. and enl. 1173p. (bibls.) il. (pt. col.) diagrs. O '30 N. Y., Appleton \$10

- Elson basic readers, The; Pre-primer, Primer, and Book 1. Elson, W. H. 12c.; 56c.; 60c. *Scott, Foresman*
- End of steel. Cooper, C. R. \$2 *Farrar & Rinehart*
- English Bible as literature, The. Dinsmore, C. A. \$2.50 *Houghton*
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- English scene, The. \$2.50 *Macmillan*
- Essentials of effective speaking. Orr, F. W. \$1.40 *Macmillan*
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- Forest friends in fur. McFee, I. 75c. *A. Flanagan*
- Florida poets, 1930. Koger, E. B. \$1.50 *Internat'l. Writers' League*
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- Friend of mine, A. McAstocker, D. P. \$1.25 *Bruce Pub. Co.*
- General strike, The. Crook, W. H. \$6 *Univ. of N. C. Press*
- Genesis of religion, The. Stolee, M. J. \$1.50 *Augsburg Pub. House*
- Genteel female, The. Furness, C. J. \$3.50 *Knopf*
- Golden Alaskan, The. Dorrance, J. F. \$2 *Macaulay*
- Good neighbourhood. Massey, V. \$3 *Macmillan*
- Gospel of divine providence, The. Morice, H. \$1.50 *Bruce Pub. Co.*
- Greatest need, The. Spoo, M. \$2 *Badger*
- Growth of the American people and nation, The. Kelty, M. G. \$1.32 *Ginn*
- Handful of songs, A. Paillou, F. \$3 *Mosher Press*
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- Influencing behavior through speech. Higgins, H. H. \$2.50 *Expression Co.*
- Junius Manuscript, The. Krapp, G. P. \$4 *Columbia Univ. Press*
- Kaiser's coolies, The. Plivier, T. \$2.50 *Knopf*
- Lady for love. Schultz, A. B. \$2 *Liveright*
- Law and literature. Cardozo, B. N. \$2.75 *Harcourt*
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- Maryland silversmiths. Sill, H. \$30 *Lord Baltimore Press*
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- Meaning of psychoanalysis, The. Peck, M. W. \$2.50 *Knopf*
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- Naked heel. Speyer, L. \$2.50 *Knopf*
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- New York. Woods, T. F. \$2 *Badger*
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- Our best Friend. Pesch, C. \$2.25 *Bruce Pub. Co.*
- Painted arrow, The. Gaither, F. \$2 *Macmillan*
- Pastimes and sports for boys. Jackson, G. G. \$2 *Lippincott*
- Pastimes and sports for girls. Gibbard, M. K. \$2 *Lippincott*
- Peril! Horler, S. 50c. *Mystery League*
- Persians, The. Ross, E. D. \$2 *Oxford*
- Philosophy and education. De Hovre, F. \$3.25 *Benziger Bras.*
- Physical basis of rime, The. Lanz, H. \$6.75 *Stanford Univ. Press*
- Plane trigonometry. Burton, W. W. \$2.50 *Crowell*

Webster, M. Coates

Show boy; a novel. 319p. D [c. '31] N. Y., Macaulay \$2

A realistic romance of the chorus girls, show girls and hoofers of the theatrical world.

Wells, Caroline [Mrs. Hadwin Houghton]

Horror house; a Fleming Stone story. 294p. D c. Phil., Lippincott \$2

Fleming Stone finds himself without a clue to the three murders in the Bailey family until a surprising gift reveals the murderer.

Whitechurch, Victor Lorenzo

Murder at the pageant. 346p. D c. N. Y., Duffield \$2

One of the guests at the house-party at Frimley Manor is killed while they are re-enacting the historic visit of Queen Anne to the Manor.

Wilde, Oscar [Sebastian Melmoth, pseud.]

Sixteen letters from Oscar Wilde; ed. by John Rothenstein [lim. ed.]. 39p. il. D '30 c. N. Y., Coward-McCann \$5, bx'd.

These letters, now published for the first time, are

all that remain of a series written by Oscar Wilde to William Rothenstein between 1891 and 1900.

Wilson, Romer [Mrs. E. J. H. O'Brien], ed.

Red magic; il. by Kay Nielsen. 368p. il. (pt. col.) D (Magic ser.) [c. '31] N. Y., Harcourt \$2.50

A collection of fairy tales from all countries.

Woods, Thomas Francis

New York, and other poems. 89p. D [c. '31] Bost., [Badger] bds. \$2

Yates, John T.

The hunchback [fiction]. 105p. D [c. '31] Bost., Christopher Pub. House \$2

Younghusband, Sir Francis Edward

Dawn in India; British purpose and Indian aspiration. 347p. (bibl. note) O ['31] N. Y., Stokes \$3.50

A study of the nature, history and probable future of Great Britain's political connection with India, written by one who has spent many years in India.

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Annual bibliography of English language and literature; v. 10, 1929. Serjeantson, M. S. \$2.25 R. R. Bowker Co.

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Bibliography of the writings of George Sterling, A. Johnson, C. \$6 Windsor Press

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Black wolf mystery, The. Diven, R. J. \$2 Century

Brewer's dictionary of phrase and fable. \$6 Lippincott

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Colonial iron work in old Philadelphia. Wallace, P. B. \$15 Architectural Bk. Pub. Co.

Colonial women of affairs. Dexter, E. \$3.50 Houghton

Color and design. Gillum, L. W. \$1.50 Gillum Pub. Co.

Colored sails. De Lamarter, J. \$2 Robert Packard & Co.

Comedy of manners, The. Sawyer, N. W. \$3 Univ. of Pa. Press

Conqueror of the highroad. McAlister, H. 60c. Saalfeld Pub. Co.

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Correspondence of General Thomas Gage with the Secretaries of State, 1763-1775, The. \$5 Yale

Country parson looks at religion, A. Prichard, H. A. \$2.25 Harper

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Dutch Mother Goose, The. King, M. 68c. A. Flanagan

Education on the air. MacLachy, J. H. \$3 Bur. of Educ. Research, Ohio State Univ.

Elements of analytic geometry. Love, C. E. \$1.60 Macmillan

- Poetry and the criticism of life. Garrod, H. W. \$2 *Harvard*
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 Red magic. Wilson, R. \$2.50 *Harcourt*
 Roped wolf, The. Bennett, R. A. \$2 *Watt*
 Sardinia, the island of the nuraghi. Goldring, D. \$4 *Morrow*
 Self beautiful. \$1.50 *T. Engle*
 Servant of the King, The. Dooley, B. \$1 *Bruce Pub. Co.*
 Shakespeare's Macbeth. 60 c. *Laurel B'k. Co.*
 Shoot that ball! Sherman, H. M. 50 c. *Grosset*
 Short-story craftsman, The. Louthan, H. H. \$2.50 *Univ. of Denver*
 Show boy. Webster, M. C. \$2 *Macaulay*
 Sixteen letters from Oscar Wilde. \$5 *Coward-McCann*
 Song, the substance of vocal study. Waters, C. \$2 *G. Schirmer*
 Songs out of Egypt. Scollard, C. \$1.50 *Mosher Press*
 Spotlight madness. Grayson, C. \$2 *Liveright*
 Stand by. McAlister, H. 60 c. *Saalfeld Pub. Co.*
 State park anthology, A. Evison, H. \$2.50; \$1.75 *Nat'l. Conference on State Parks*
 Still a woman. Chambe, R. \$2 *Sears*
 Story of a bad boy, The. Aldrich, T. B. \$1 *Grosset*
 Strachey (St. Loe). Strachey, A. \$5 *Brewer & Warren*
 Stuttgart Psalter, The. \$20 *Princeton*
 Successful life, The. Bruce, G. M. \$1 *Augsburg Pub. House*
 Tax racket and tax reform in Chicago. Simpson, H. D. \$2.50 *Inst. for Econ. Research, Northwestern Univ.*
 Terry Donovan. Kelly, G. \$1.50 *Bruce Pub. Co.*
 Things that are not Caesar's, The. Maritain, J. \$2.50 *Scribner*
 Three steeples. MacLeod, L. \$2.50 *Covici, Friede*
 Toward the priesthood. Dubray, C. A. \$2.25 *Bruce Pub. Co.*
 Towards the West. Constantin-Weyer, M. \$2 *Macaulay*
 Traveller's luck. Lucas, E. V. \$2 *Lippincott*
 Trends in the foreign trade of the United States. \$3.50 *National Industrial Conference Board*
 Uncertain traveller, The. Fisher, J. \$2 *Morrow*
 Unconscious sinner, The. Cross, V. \$2 *Macaulay*
 United States government publications. Boyd, A. M. \$4 *H. W. Wilson*
 Universe around us, The. Jeans, J. H. \$4.50 *Macmillan*
 Vagabond trouper, A. De Angelis, J. \$3.50 *Harcourt*
 Veiled woman, The. Abdullah, A. \$2 *Liveright*
 Virginia iron manufacture in the slave era. Bruce, K. \$3.50 *Century*
 Voodoo'd. Perkins, K. \$2 *Harper*
 Way of a pilgrim, The. \$1.50 *Morehouse Pub. Co.*
 Weekly sermon, The. Berger, J. \$2.50 *Bloch Pub. Co.*
 Which way religion? Ward, H. F. \$2 *Macmillan*
 White Company, The. Doyle, A. C. \$1 *Grosset*
 Winter garden. Morse, R. E. \$1.50 *Poetry Soc. of Amherst College*
 World beaters. Nelson, B. \$2 *Meador Pub. Co.*
 World was seventeen, The. Cary, M. S. \$2 *Century*
 World without end. Thomas, H. N. \$2.50 *Harper*
 Wraith, The. MacDonald, P. \$1 *Doubleday, Doran*
 Yesterday morning. Fillmore, P. H. \$2 *Century*
 Zeppelin. Goldsmith, M. \$3.50 *Morrow*

Old and Rare Books

A Monthly Department

Romantic Stories of Books

John T. Winterich

SECOND SERIES

XIX

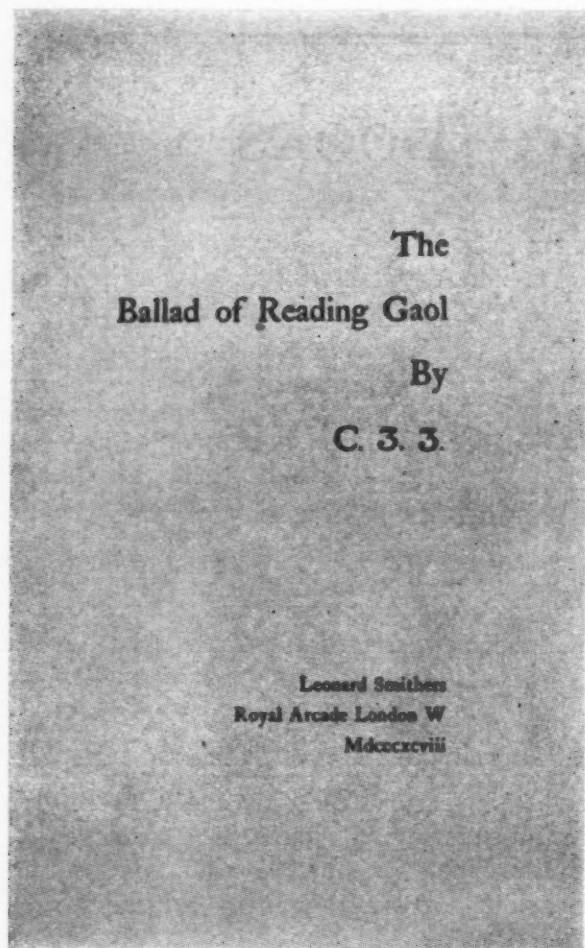
The Ballad of Reading Gaol

AT eight o'clock on the morning of Tuesday, July 7, 1896, Charles Thomas Wooldridge, thirty years old, late trooper in the Royal Horse Guards, mounted the scaffold in the prison yard at Reading, Berkshire and "without a struggle and without a word" expiated the murder of his twenty-three-year-old wife. Justice had moved with typical British expedition. The crime had been committed exactly one hundred days before.

Whatever the thoughts that thronged Wooldridge's brain on the brief march from cell to gallows, with the tenor bell of St. Lawrence's Church tolling the seconds that divided him from eternity, certainly fate vouchsafed him no hint that one of the great English poems of his or any age would one day be dedicated to his memory. Under the circumstances, foreknowledge of this fact might have been a dispensable boon. Possibly, too, the tenant of the third cell on the third landing of Gallery C, listening, with his tense fellows, for the stroke of the bell (not the tenor bell of St. Lawrence) that would herald the passing of a soul, would have been as happy to forego the experience, destined though it was to provide the emotional crucible in which the metal of his immortality would be fired. Hangings were infrequent at Reading; Wooldridge's was the fourth (including a double execution) in

eighteen years. Mathematically, therefore, the chances were against the average inmate's being compelled to undergo the vicarious torture of waiting for the spring of the trap.

C.3.3. had been in Reading only a few months, following his transfer from Wardsworth Prison, when the execution took place. He had been sentenced on May 25, 1895, to two years' hard labor for a crime against nature. His prison designation was ironic in its brevity, for he had been christened Oscar Fingal O'Flahertie Wills Wilde in his native city of Dublin, thirty-nine years before. His father was a roistering but far from incompetent surgeon, his mother an eccentric poetess who dressed freakishly and who, as the inexorable years exacted their toll, attempted to sustain the illusion of youthful beauty by receiving guests in a darkened room. It was a lurid pedigree, and it explains much of the darker, some of the brighter side of the character and genius of Sir William and Lady Wilde's second son, whose sex was such an annoyance to his mother that she fostered the pretense, even in his dress, that he was a girl. A daughter, Isola, born three years after Oscar, died when she was eight years old—her memory would one day inspire as tender a lament as ever illumined the depths of brotherly devotion.



First edition title-page

At seventeen Oscar Wilde entered Trinity College, Dublin, and three years later he won the Gold Medal for Greek provided from a fund left by Bishop Berkeley, he of no-matterness and tar-water. The medal, despite the great Bishop's metaphysics, proved sufficiently material to become pawnable in a moment of economic stress—and such moments dogged Wilde until, in 1900, he died “beyond his means.” Soon after winning the medal he applied for a scholarship at Magdalen College, Oxford, and was awarded a demyship of ninety-five pounds a year (not bad for those pre-Rhodesian days), “inclusive of all allowances,” to run for five years. Thus substantially endowed, Wilde crossed to England.

The great event of Wilde's Oxford career, so far as his after fame is concerned, was his winning of the Newdigate poetry prize in the spring of 1878. His poem, “Ravenna,” printed in pamphlet form soon afterward, thus became his first book. It is not excessively rare (Wilde himself

appears to have taken up about two hundred copies), but the collector must beware of a pirated near-facsimile issued twenty-six years later which can readily be detected by its omission of the arms of Oxford from the cover. “Ravenna” netted Wilde a cash award of twenty-one pounds—in addition a fine of forty-five pounds which had been levied against him earlier was remitted.

The Wilde of legend begins with his arrival in London at the conclusion of his Oxford career. Velvet coat, knee-breeches (which probably became Wilde better than they have sundry American ambassadors to the Court of St. James), the omnipresent cigarette (in a day when this commodity was held to emerge from “the music box that plays only one tune: ‘Nearer, my God, to thee’”), the silken shirt, the long hair, the flower in the “medieval hand”—all these made of Wilde a marked man, as he intended they should. Public, press and *Punch* rose to the bait beautifully. “Aesthetic” became the catchword of the times, just as “normalcy” did in America in the dear dead past of 1920. William Schwenck Gilbert and Arthur Sullivan, their great partnership not ten years old, and neither of them yet sirs, helped the good work along with “Patience.” No wonder at all that when “Poems by Oscar Wilde” appeared with the imprint of David Bogue in the summer of 1881 it speedily went through five English editions (none, however, of impressive size), and two in the city of Boston.

Curiosity about Wilde in America exceeded the sale of his “Poems”—not everyone was reading “The Garden of Eros or The Burden of Itys,” but everyone knew about the knee-breeches and the sunflower. It was a sartorial era—the best-dressed President in American history was in the White House, and Sockless Jerry Simpson had not yet come to Congress. New York turned out to meet him; so did Boston, including a platoon of Harvard students who marched down to their front seats costumed à la Wilde. But Wilde was forewarned, psychologically if not actually, for he wore simple evening dress. Numerous other attempts to heckle him were made wherever he went, but he always scored—whatever his faults, Oscar Wilde was the best of all possible sports.

From America Wilde went to Paris, remaining until his funds were exhausted, when he returned to England and lecturing. In the spring of 1884 he married, took a house in Chelsea, and entrusted the decoration to James Abbott McNeill Whistler. He continued to lecture, did some writing, and became editor of *The Woman's World*, which was somewhat as if Judge Lindsey should become editor of *The Churchman*. But the incongruity is more apparent at this distance than it was real at the time; Wilde was a competent editor, and the early discontinuance of *The Woman's World* was due to no fault of his. His name began to appear more frequently on the title-pages of books—"The Happy Prince and Other Tales" in 1888, "The Picture of Dorian Gray," "The House of Pomegranates," "Intentions" and "Lord Arthur Savile's Crime" in 1891.

On February 20, 1892, "Lady Windermere's Fan," subtitled "A Play About a Good Woman," was produced at the St. James's Theatre and ran for more than five months before its departure for the provinces. Wilde had found a form of self-expression on which his fame would rest even if the Reading episode had never occurred. In 1894 came "A Woman of No Importance," and in 1895 "An Ideal Husband" and later "The Importance of Being Earnest."

Meanwhile there had been a buzz of gossip about Wilde which finally goaded him into bringing a suit for libel against the Marquis of Queensbury. The Marquis's name and fame survive impressively in circles wherein the name of Jimmy Wilde is better known than that of Oscar. Every properly conducted boxing bout (and many, alas, that are not properly conducted) is governed by rules formulated by this same Marquis of Queensbury. Obviously he was a redoubtable antagonist, as Wilde learned to his cost. As Nathan Haskell Dole summarizes the action: "Oscar Wilde drove down to the old Bailey in a brougham with servants in livery. He almost won his case. He made a fatal admission. The Marquis was acquitted. Wilde was privately advised to leave the country. He was either too insane or too proud to take advantage of the delay in effecting his arrest. At first the jury disagreed. . . . That night he was refused admittance at several



Sketch of Wilde from "De Profundis"
(Putnam)

London hotels, and finally after midnight he wandered to his mother's house in Oakley Street and begged shelter. His brother, with oddly mixed metaphor, says, "He came tapping with his beak against the widow-pane and fell down on my threshold like a wounded stag." On May 25, 1895, his second trial closed with his being found guilty and sentenced to two years' hard labor. Literary history contains no record of a parallel disaster.

Two years' hard labor means, in England, just twice three hundred and sixty-five days' hard labor—in Wilde's case it came to one day more, since 1896 happened to be a leap year. He was released from Reading Gaol (a word, by the way, which young people are repeatedly surprised and pleased to learn is pronounced exactly as if it were spelled j-a-i-l), on May 19, 1897, his sentence counting from the opening of his time. He went immediately to France, and never saw England again.

The city of refuge to which he betook himself was the village of Berneval, fronting the Channel some seven miles north

Set, all is well He has but passed
 To man appointed bound
 And when time will tell for him
 O' long, waken men,
 In his mountains will be outcast men,
 And outcast days mourn

Manuscript of the verse from "The Ballad of Reading Gaol," used on Wilde's tomb.
 "Bibliography of Oscar Wilde" by Stuart Mason. T. Werner Laurie Ltd. London

of Dieppe. Americans who served with certain hospital units along the British front will remember it; the guns echoed through it for four years, for Amiens is no great distance to the east. Here, wretched but not utterly friendless, he lived under the name of Sebastian Melmoth—Melmoth from the fantastic story of "Melmoth the Wanderer," which Wilde's eccentric great-great-uncle, Charles Robert Maturin, had published in 1820, and Sebastian from the early Christian martyr whom the Emperor Diocletian ordered to be slain by his archers. The British prison garb is flecked with arrow points.

On July 19th, just two months after his release, Wilde wrote to the London publisher, Leonard Smithers, that he was at work on a poem. There is a further reference in a letter to Smithers of August 4th, and on August 24th the completed manuscript was sent to London. It was to be typed, "on good paper—not tissue paper." Wilde's aversion to flimsy paper a year later produced one of his most familiar *jeu de mots*, when he once more pleaded for "good thick paper—not tissue, as I cannot correct tissue—and one should not waste tissue. So, at least, the doctors say."

There is impressive and wholly credible evidence that Wilde did not even conceive the idea of writing "The Ballad of Reading Gaol" while he was in prison. One book was, however, both conceived and written there—the moving "De Profundis," which was smuggled beyond the walls, in a manner of speaking, in the form of letters to a friend, and was published posthumously with an introduction by Wilde's loyal friend and literary executor, Robert Ross.

It was Ross who arranged affairs between Wilde and Smithers—"he was the

only publisher I could find," Ross writes of him, "who had the courage to issue his works." Smithers had his weaknesses—Wilde's bibliographer, Stuart Mason, more than intimates that when Mr. Smithers announced an issue as limited to, say, a hundred copies, he was frequently liberal to the point of lavishness in his interpretation of the total. But his virtues outweighed his vices. Bernard Muddiman, in "The Men of the Nineties," calls him "an extraordinary figure, worthy of a romance.... He was no mere publisher but a man of considerable scholarship, who not only issued but finished the Sir Richard Burton translation of Catullus. Round him, to a considerable extent, the vanishing group [of the nineties] rallied for a little while before Death smote them one by one. Here is no place to pay due justice to this amiable Benvenuto Cellini of book printing himself, but it must be remembered his figure bulks large in the closing scenes. He kept Dowson from starvation. Beardsley wrote of him as 'our publisher'.... if he did exceed certain rules for himself, he at least took risks to help others. He was no supine battener on the profits of books for young ladies' seminaries. He was a printer, and his bankruptcy may be said to have closed the period."

"The Ballad of Reading Gaol" was published on February 13, 1898—two days before the destruction of the battleship *Maine* in Havana Harbor. The first edition consisted (ostensibly and probably actually) of eight hundred copies on handmade paper and thirty copies on Japanese vellum. It was, of necessity, a slender book. The covers were of a green-yellow linen with a white linen backstrip. It was a well-made, well-printed book for half

a crown—the printing was done by the Chiswick Press, though its name did not appear. The Japanese vellum copies came higher—a guinea each. The title-page, reproduced with this article, was striking, and not the least striking feature was the fact that the poem was announced as by C. 3. 3.—Wilde's name did not appear until the seventh edition (1899). The third edition, however, consisting of ninety-nine copies, was signed by the author, even though his name did not appear on the title-page.

Wilde meanwhile was living pretty much from hand to mouth. His wife had remained loyal to him, seeing him for the last time in Reading Gaol when she went to break to him the news of his mother's death. She did not herself long survive her mother-in-law, dying in April, 1898, a few weeks after the appearance of

the "Ballad." Wilde's own end was not long delayed. He died in Paris on November 30, 1900. A month later the nineties and the nineteenth century themselves became a part of history.

Wilde was first buried at Bagneux, but a few years later his body was removed to the statued magnificence of Père Lachaise, and the fine relief of a sphinx by Epstein was reared above his grave. On the reverse appear four lines from the "Ballad:"

And alien tears will fill for him
Pity's long-broken urn,
For his mourners will be outcast men,
And outcasts always mourn.

No one has ever troubled to disturb the rest of Charles Thomas Wooldridge, buried in quicklime in an unmarked grave in the yard of Reading Gaol.

"Collecting American First Editions—Its Pitfalls and Pleasures" by Richard Curle

*Reviewed by David Randall and Michael Papantonio
of The Brick Row Book Shop*

THE recent sudden revival of interest in American firsts has caused so many mountains to labor and bring forth bibliographical mice that one becomes dubious of any book dealing with the subject. Hence the reviewers confess that working on the "once bitten twice shy" theory, they opened this book (from Bobbs-Merrill) in a frankly skeptical frame of mind—and closed it with the conviction that through it, at last, American bibliography shows signs of becoming of age.

Richard Curle in only a few years of collecting and studying American first editions has made remarkable progress. He deals in this book with "first principles," attacks the complex subject in a rational straightforward, and logical manner; and though he starts more bibliographical hares than he runs to earth, sheds a wealth of light where darkness has heretofore reigned.

He has had, as he acknowledges, able assistance. The bibliographical knowledge and pioneer work of P. K. Foley can never

be equalled, and to him in America will fall the mantle that in England is worn by Lowndes. To W. T. H. Howe, whose collection of American first editions, presentation copies and manuscripts is unrivalled, and who is our closest approach to Thomas J. Wise (would that Mr. Howe would publish his equivalent of an Ashley Catalogue!) Mr. Curle gives just praise as being the one collector who saw and utilized the possibilities of the Wakeman Sale. Mr. Howe, it may be mentioned, brought ridicule down upon himself for purchasing there, for \$4,200, the first edition of Poe's "Raven" which the author presented to Elizabeth Barrett (Browning), to whom, of course, it is dedicated. He has since refused \$25,000 for it, and rightly, for aside from the interesting fact that Poe is still accused of "cribbing" "The Raven" from an obscure poem of Mrs. Browning's, this book in this, its presentation-dedication copy, is one of America's literary monuments.

Then, too, the author acknowledges the assistance of Carroll A. Wilson, than whom "none has made more far-reaching discoveries." Mr. Wilson gets no more than his just need, for to his astute intelligence and keenness the unravelling of many problems solved here is undoubtedly due.

Mr. Curle begins with a fair shot at the "broken-comma" school of bibliography. He shows definitely just why we should be wary of accepting type imperfections as definitely marking issues or editions without corroborating evidence. For example, Emerson's "Representative Men" (1850) shows broken type in numerous places, especially on page 276, and all copies with this broken type are found printed on a thicker paper and without the hour-glass design of the first issue on the binding. Here paper, binding and type combine to tell the same story. But type alone? Well, Emerson's "English Traits" (1856), generally cataloged as "first issue with perfect type in word 'and', last line, page 304," has perfect type, also in the 1857 edition, marked 6th thousand! And the broken type on page 176 of Howell's "The Rise and Fall of Silas Lapham" (1885) has been commonly supposed to denote second issue. Mr. Curle records a copy which has the broken type and contains in the author's handwriting the words "first copy." These facts are worth pondering over.

Then too, Mr. Curle explodes popular fancies regarding ads., their dates and importance. "The Scarlet Letter" (1850), where the ads. of the first edition are usually dated 1850 while the ads. of the second are 1849 is a case in point. On the other hand Mark Twain's "Celebrated Jumping Frog" should have the tinted ad. facing the title as it is always found in connection with the perfect type "i" on the last page; corroborative evidence again, and commonsense. Incidentally, Mr. Curle gives an adequate description of points and ads. in the case of "The Scarlet Letter," too long to be summarized here, but of definite value and enabling anyone to tell a first edition from a "doctored" second. And an interesting note is given to the variant single-leaf ad. in Thoreau's "Maine Woods," (1864), most copies bearing the *Atlantic Monthly* ad. "the 14th volume" and "July, 1864," while a few read

"the 13th volume" and "January, 1864."

In the same common-sense manner the vexed question of colors of binding is given an airing. "Huck Finn," for example, was once considered to be "right" only if found in blue cloth. While the blue cloth copies still fetch higher prices, and rightly, for they are much scarcer, the matter rests there, for no definite proof of priority of issue, if any, has yet been established.

"Moby Dick," (1851), too, is now accepted as right if the end-papers are white or orange, though in this case Mr. Curle hedges and states that "the supply of colored end-papers presumably gave out before the edition was finished," and with that statement, if we may suggest, becomes faint-hearted and falls into the same shoddy attitude he so often attacks. "Moby Dick" is found bound in several colored cloths and plain or orange end-papers are to be found with each color. Why assume that "the supply of colored end-papers presumably gave out?" It is just as logical, definite proof being lacking, to assume that the colored end-papers were not available or were not used when the first copies were bound! It is against just this easy acceptance of the seemingly obvious which Mr. Curle is fighting. Scientific bibliography and the consequent stimulus it gives to sound collecting must not rest upon shifting sands.

Then, too, in considering English firsts of American books, Mr. Curle correctly states that "Moby Dick" was first published in England in three volumes under the title "The Whale" and that this latter is a much rarer book "but scarcely as valuable as the American edition—it lacks the appeal of sentiment." These statements give rise to questionings especially by the Melville admirer. Melville, let us remember to our shame, was largely an English "find." His first book "Typee" (1846) was issued there before it appeared in America, and his talents were recognized and appreciated there while his American reputation was, to say the least, languishing. And then, too, the English three-volume edition is equally as valuable if not more valuable than the American. Auction records, though not always reliable guides, to be sure, prove that. And as for sentiment, Mr. Curle mentions "it is interesting to observe that the rather haunt-

ing title "Moby Dick" was apparently a last-minute inspiration." True enough, and the English edition proves it, for the fly-title to the first volume (at least in the copies we have seen,) reads "The Whale, or Moby Dick," while the fly-title to volumes two and three reads "Moby Dick, or The Whale." And the copies of the work Melville presented to his family were of the English edition, though this is possibly because the English did a rather better job of providing that immortal story with a format of aesthetic appeal.

Mr. Curle, too, gives a bit too much emphasis to condition in advising collectors to purchase fine copies of their firsts. Books, it is well to remember, are but mechanical incidents, the condition of which is of much, but not of major importance; and books in "mint" condition should not command fantastically higher prices than their brethren in, not shabby, but honestly-read copies.

Mr. Curle deals with fakers of various sorts and exposes their tricks. Forging paper labels; printing dates on title-pages (as in Wallace's "Ben Hur" (1880) or Byrne's "Messer Marco Polo" (1921) to give a recent example), or on last leaves, as in Whittier's "Snow-Bound" (1866) where only the numeral 52 designates a first issue from a second; extracting ads. and prefaces, or supplying them for that matter, all receive attention.

Though all this is of interest it seems unfortunate that Mr. Curle, unwittingly of course, has laid so much emphasis upon this "faking" that the average reader is likely to be lead to suspect the honesty and integrity of all dealers and become skeptical not only of faked points and issues but of the validity of the entire game. At least this impression, false as it is to Mr. Curle's intention, has become only too prevalent. The dealer who would sell a "doctored" book is so definitely the exception that it seems unfortunate to give the impression that faking is commonly practiced in the trade. It is, actually, infinitely less prevalent than Mr. Curle's statements would lead an outsider to imagine.

New points are given and old ones discarded. As an example of the latter, the so-called first issue of Longfellow's "The

Courtship of Miles Standish" (1858) is usually cataloged as having the misprint "treacherous" for "ruddy" on page 124, while actually all copies known dated 1858 (the date of the first edition) have this reading, as all copies of the first edition (1855) of "Leaves of Grass" have "abode" for "adobe" on page 23, line 20. Such facts stated as Mr. Curle states them, are apt to breed in the collector a healthy spirit of skepticism towards the appointed order which is exactly what he needs and which is Mr. Curle's most admirable quality.

"Large paper" copies, presentation bindings (first shoved upon most collectors' consciousness by the Wakeman notes regarding his leather-bound, gilt-edge editions), presentation inscriptions which may serve to clear or, as in the case of Longfellow's "Masque of Pandora" (1875) confuse the issue (and let no one be misled by the Kern catalog's error regarding this book), and other problems are discussed clearly, concisely, and intelligently. Though many questions are left unanswered, they are at least pointed out for future bibliographers to worry themselves over.

The format of the volume is attractive, the printing and especially the reproductions are excellent, though it does appear that the limitation to 1,250 copies, signed, was unnecessary, and the price \$10.00, excessive.

Bibliographical work of the type Mr. Curle and his associates have performed is of the highest importance to sound collecting, to book-dealer and book-buyer alike, for the admirable spirit shown by both in recognizing the importance of American firsts needs scholarly work to stand on. The more valuable those firsts become, the more intense will be the research done, largely because high prices will bring out greater numbers of these works and permit closer scrutiny of more copies. Such work deserves adequate support and other reward than the knowledge of work well done, but at the same time valuable as a book may be, and as this book is, it seems hardly necessary to have limited its sale and priced it so high. The reader will get his money's worth, but perhaps possible buyers will neglect it because of the price. Let us hope that Mr. Curle in his next book will permit a wider audience.

Limited Editions of the Month

THE BOOK CLUB OF CALIFORNIA (John Henry Nash)

Mr. Strahan's Dinner Party, by A. Edward Newton, a note by Edward F. O'Day, Caslon type, 350 copies on Van Gelden paper, signed by the author, \$15.

THE CAXTON PRESS, INC.

Trade-Marks by Clarence P. Hornung, 650 copies signed by the author, \$6.

THE LIMITED EDITIONS CLUB (The Officina Bodoni, Verona, Italy)

The Little Flowers of Saint Francis of Assisi, Don Roger Hudleston translator, Dr. Arthur Livingston editor, Paolo Molnár illustrator, wood-cuts, Dr. Hans Mardersteig designer, Pastonchi type (first use), special Fortuny print-cloth, 1500 on specially made Fabriano, \$10. to members.

RANDOM HOUSE (Vojtech Preissig)

The Way to Wealth, by Benjamin Franklin, printed in two colors. 360 copies at \$7.50.

Salut au Monde, by Walt Whitman, printed in two colors, 360 copies at \$7.50.

RANDOM HOUSE (The Nonesuch Press)

Astrophel and Stella by Sir Philip Sidney, edited by Mona Wilson, 500 copies at \$5.

RANDOM HOUSE (The Peter Pauper Press)

Mark Twain's Burlesque Autobiography, 25 pages with a frontispiece by Herb Roth, 500 copies at \$3.50.

WILLIAM EDWIN RUDGE

The Twelve, A Poem, by Babette

Deutsch, George Biddle illustrator, 500 copies, \$5. Also a bibliophile edition with original lithographic illustrations. 8vo., \$15.

Uncollected Lectures by Ralph Waldo Emerson, Clarence Gohdes editor, 1000 copies, 100 of which will be on hand-made paper, signed by editor, \$5. Collector's edition 8vo., \$15.

The Transmigration of the Seven Brahmins, introduction by Arthur Christy, first edition, 200 copies signed by Christy, \$12.

The Fact-Book of Henry David Thoreau, introduction by Arthur Christy, first edition, 200 copies on hand-made paper, signed by Mr. Christy, 8vo., \$15.

Willy Pogany's Sketch Book, introduction by Gilbert Seldes, 200 copies, with an original etching by the artist, signed, \$25.

The Leap of Roushan Beg, by Henry Wadsworth Longfellow, introduction by Arthur Christy, an exact facsimile reproduction of the manuscript, 750 copies, \$5.

Quarto Club Papers 1928: 1929, 140 copies on Dard Hunter hand-made paper, \$7.50.

THE WINDSOR PRESS

A Bibliography of the Writings of George Sterling, compiled by Cecil Johnson, Bodoni type, 300 copies on all rag paper, \$6. 461 Bush Street, San Francisco.



American First Editions

Edited by Merle Johnson

LOUIS BROMFIELD

Compiled by Jacob Blanck

MR. BROMFIELD states that his first four novels, starting with "The Green Bay Tree," form a series that might be taken together "under the all-encompassing title 'Escape.'" They are, however, not connected as to characters, but as part of an attempted sequence.

"Awake and Rehearse" is a collection of short stories, in which connection it is pertinent to say that many of Mr. Bromfield's stories have been included in such anthologies as "O'Brien's Best Stories," "O. Henry Memorial Award," "New York World Best Stories," "Mirrors of the Year."

"The Green Bay Tree," *New York*, 1924.

"Possession," *New York*, 1925.

"Early Autumn," *New York*, 1926

"A Good Woman," *New York*, 1927

"The Strange Case of Miss Annie Spragg," *New York*, 1928

"Awake and Rehearse," *New York*, (1929).

Short Stories. 500 Signed Copies.

"Twenty-Four Hours," *New York*, 1930

500 Signed Copies.

"Tabloid News," *New York*, 1930.

875 copies only, limp boards.

Plays

"The House of Women," *New York*, 1927.

Contributions

"Bobbed Hair." A novel by twenty authors.

Contains a chapter by Bromfield.

"Pomp and Circumstance," by Duchesse de Clermont-Tonnerre. *New York*, (1929).

Introduction by Bromfield.

"Revolt in the Arts," O. M. Sayler, editor, *New York*, 1930.

Contains "The Novel in Transition" by Bromfield.

GLENWAY WESCOTT

Compiled by Merle Johnson

"The Bitterns," *Evanston, Illinois*, [1920].

"The Apple of the Eye," *New York*, 1924.

"Natives of the Rock, XX Poems," *New York*, 1925.

Limited to 500 copies and 25 signed copies on vellum.

"Like A Lover," *Macon*, 1926.

Printed for the author in an edition of 200 copies on Rives Vellum.

"The Grandmothers," *New York*, 1927.

In addition to the trade edition an edition of 250 copies numbered and signed.

"Good-Bye, Wisconsin," *New York*, 1928.

In addition to the trade edition an edition of 200 copies numbered and signed.

"The Babe's Bed," *Paris*, 1930.

18 copies on Madagascar Parchment, signed, 325 copies on Pannekeek Paper, signed.

Corrections

WINSTON CHURCHILL

The two books following were misprinted in the January 17th *Publishers' Weekly*:

"The Crisis," *New York*, 1901.

P. 257, line 38, *its* changed to *his* in second printing.

"Mr. Keegan's Elopement," *New York*, 1903.

The Future of Firsts

Neil Trimble

FIVE years from today you may enter a bookshop. And if you do here is approximately what will happen.

The proprietor, an aged man with a Du Maurier cravat, will meet you before you have time to close the door and ask what he can do for you. You will answer, just as you would today, that he can do nothing in particular; you just came in to browse around. His courtly manner will abruptly change, just as it does today, and he will go about his business.

You walk over to a counter and casually pick up a book. It is a first edition of "Ben Hur," published by Harper's in 1880. It has a blue cover. Disinterestedly, you open it. Yes, there is the imprint, and the dedication is correctly worded to the wife of his youth. You point the book listlessly. There is no question as to its authenticity, but the condition,—well, not so good. This is not what you are looking for. The aged person who welcomed you comes up as you shove "Ben Hur" carelessly back into place, and inquires if you are interested in any of these fine limited editions.

"Hell," you say. "Hell. Haven't you got anything but limited editions?"

"I'm sorry," he will answer. "That's about all the publishers can afford to bring out any more, as you doubtless know."

"Yes, I know," you reply. "They began to run it into the ground a long time ago, and now it's too late to re-establish public confidence."

"And of course," he adds "we have over a million and a half writers now as well as ten thousand publishers. Can't I show you this 'Life of Jonathan Edwards' Maid-Servant' in full levant on Japanese vellum at twenty dollars? There are only 220 copies and the type has been distributed and the plates destroyed."

"Yes, they always do," you answer, drily. "What did you say the name was?"

"It's the 'Life of Jonathan Edwards' Maid-Servant,' a fine, authentic work; but if you prefer, I have an excellent two-

volume edition of 'James Boswell's Uncle'. The price——"

"Shades of Thomas à Kempis!" you mutter. "Haven't you anything but biography?"

"Very little else," he replies, regretfully. "Now I might show you something illustrated by Rockwell——"

"No, thank you," is the hurried answer. "Where are your modern firsts?"

The old gentleman indicates the shelf and you approach it with something like interest at last. As you stand there, a mechanic comes in the door. You know he is a mechanic because he does not wear spats.

"Have you got a first of 'The Differential Gear?'" queries the mechanic.

"Fortunately, I have," responds the proprietor, "and in excellent condition. Henry Ford presentation copy with his initials on the end paper. Only \$45."

The mechanic examines the book for fully a half hour while you check and collate first editions of Chic Sales, Mary Roberts Rinehart and Irvin Cobb. As you drowse over these treasures there is a slight disturbance near the door, and after quiet has been restored the proprietor comes up and explains apologetically that some maniac has come in and insulted the entire trade by trying to obtain an offer for a first of "Soldiers Three."

The mechanic finally becomes animated once more.

"Well, there's the 'H.F.' for sure, in the book. "And them's Ford's initials so I guess it's all right. Wrap it up."

Suddenly the light of the true bibliophile flashes in your eye. You hand the proprietor a book.

"How much is this?" you ask.

"One hundred dollars," replies the old gentleman, adjusting his Du Maurier tie nervously.

"I'll take it," you announce without hesitation. "Wrap it up."

And you carry away a genuine first edition of "The Shepherd of the Hills."

Old and Rare Books

Frederick M. Hopkins

THE first part of the B. George Ulizio collection of modern first editions, sold by the American Art Association Anderson Galleries, Inc., in a four session sale January 28 and 29, was heralded as the greatest opportunity for the collector since the Kern sale of two years ago. The first part of the Kern sale, comprising 748 lots, realized \$933,375; the first part of the Ulizio collection, 1,084 lots, \$60,274. The single Kern item, the poet Shelley's own copy of the first edition of "Queen Mab," fetched \$68,000, or \$7,218 more than the entire first part of the Ulizio library. It remains to be seen what the second part of the Ulizio collection will bring, but it is not likely to change the relative value of the two collections. It might as well be admitted first as last that we are not likely to see another sale for a long time that will stand comparison with the Kern collection on the basis of total value and average price per lot. We thought this way about the Hoe sale in 1911 and 1912, but the record for total value has since been passed, and most of its highest prices no longer hold high records. Some of the high records of the Kern sale have been passed, but it does seem safe to prophesy that we are not likely to see 1,482 lots bring \$1,729,462.50 for a long time to come. It is a record that will be hard to beat.

The star lot in the Ulizio sale was the first edition of Dickens' "Pickwick Papers," in the original parts, which brought \$13,000. The Kern copy brought \$28,000. One editorial writer refers to the difference in auction prices of these two lots of this rare Dickens first edition as a "deflation" in value. This is hardly fair,

to say the least. There was a great difference in the character of the two collections, in their appeal to the wealthy collector, and in the two copies offered for sale. The Kern "Pickwick" was described by the cataloger briefly as "a perfect 'Pickwick'" containing all of the points of Eckel and Davis mentioned as necessary to a perfect issue of this novel. All the wrappers are correct, and are virtually in original condition. All the plates are present in their first state (in a few instances both states are present). In the Ulizio copy all of the wrappers are described as of the earliest state, "the text in Parts II, III, XII, XIII, and XVI is of the earliest state," (which includes only five of nineteen parts) and imperfections and defects are carefully noted. If the Kern "Pickwick" had been resold in the Ulizio sale it would probably sell for less than \$28,000. The difference would have been due somewhat to general business conditions, but more to the difference in merit of the two copies, and a great deal to the differences in the appeal of the two collections.

Other outstanding first editions and the prices realized were the following:

Barrie (Sir James M.). "Auld Licht Idyls," 12mo, buckram, uncut. London, 1888. \$110.

Barrie. "A Window in Thrums," 12mo, buckram, uncut. London, 1889. \$140.

Barrie. "The Little Minister," 3 vols. 12mo, cloth, uncut. London, 1891. "Library label removed from front covers, tear in one corner of Vol. I, frayed, recased, and joints repaired." \$135.

Bennett (Arnold). "The Old Wives'

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Tale," 12mo, cloth. London, 1908, "Covers faded, rebacked and repaired, original backstrip pasted down, new endpapers." With author's presentation inscription. \$90.

Boswell (James). "Life of Samuel Johnson," 2 vols., 4to, contemporary calf. London, 1891. \$210.

Brontë (Charlotte). "Jane Eyre," 3 vols., 12mo, cloth. London, 1847. "Worn, inner margin of title page of Vol. I extended, small repair in title page of Vol. II." \$200.

Byron (Lord). "Childe Harold's Pilgrimage," 3 vols., 4to and 8vo, original boards and wrappers. London, 1812-18. \$400.

Carroll (Lewis). "Sylvie and Bruno," and "Sylvie and Bruno Concluded," 2 vols., 12mo, cloth. London, 1889-93. Presentation copies with inscriptions by the author. \$150.

Dickens (Charles). "Sketches by 'Boz'," 3 vols. green and pink cloth, uncut. London, 1836-37. \$525.

Dickens. "The Library of Fiction," 14 parts, 12mo, original wrappers. Lon-

don, 1836-37. "Wrappers of Part VIII wanting; backs slightly chipped." \$1,400.

Dickens. "Pickwick Papers," 26 parts, original wrappers. New York, 1836-38. "Part VIII unstitched, backs slightly worn." First American edition to be issued in parts. \$2,500.

Dickens. "Nicholas Nickleby," 20 parts in nineteen, 8vo, wrappers, uncut. "Foxed and leaf of one advertisement defective, and several backs repaired." \$135.

Dickens. "Oliver Twist," 10 parts, 8vo, in wrappers, in case. London, 1846. "Names on four wrappers." \$1,400.

Dickens. "David Copperfield," 20 parts in nineteen, 8vo, wrappers, uncut. "Some backs repaired or rebacked." \$575.

Dickens. "A Tale of Two Cities," 8 parts in seven, original wrappers, uncut. London, 1859. First edition in the original parts. \$875.

Douglas (Norman). "South Wind," 12mo, cloth, in case. London, 1917. "Rubbed, inner joints cracked." \$100.

Du Maurier (George). "Peter Ibbetson," 2 vols., 8vo, cloth, uncut. London, 1892. \$130.

Galsworthy (John). "From the Four Winds," 12mo, cloth, uncut. London, 1897. First edition of the author's first book. \$270.

Galsworthy. "Jocelyn," 12mo, buckram, uncut. London, 1898. "Rubbed, joints repaired." \$160.

Galsworthy. "A Man of Devon," 12mo, cloth, uncut. Edinburgh, 1901. \$460.

Gutenberg Bible. A genuine leaf from the Apocrypha, containing a portion of Chap. V. and VI of the Second Book of Edras, folio, morocco, in case. With a bibliographical introduction by A. Edward Newton printed under the direction of Bruce Rogers at the shop of William Edwin Rudge. Mainz, 1450-55. \$300.

Hardy (Thomas). "Desperate Remedies," 3 vols., 12mo, cloth. London, 1871. "Rebacked with original backstrip preserved and other slight repairs." \$385.

Hardy. "Tess of the D'Urbervilles," 3 vols., 12mo, cloth. London, 1891. "Vol. I shaken; bindings spotted; library labels removed from front covers." \$180.

Hudson (W. H.). "Hampshire Days," 8vo, cloth, uncut. London, 1903. Original proofs supplied to the author for pur-

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poses of compiling index and final correction, together with proofs of the index. \$260.

Johnson (Samuel). "The Vanity of Human Wishes," small 4to, levant by Reviere. London, 1749. \$220.

Johnson. "A Dictionary of the English Language," 2 vols., folio, black calf rubbed. London, 1755. \$210.

Kipling (Rudyard). "Departmental Ditties and Other Verses," narrow 8vo, wrappers in an official envelope. Lahore, 1886. \$925.

Kipling. "The Jungle Book" and "The Second Jungle Book," 2 vols., 12mo, cloth, uncut. London, 1894-95. \$275.

Moore (George). "Flowers of Passion," small 4to, cloth. London, 1878. Presentation copy from Moore to his mother. \$410.

Scott (Sir Walter). "Rob Roy," 3 vols., 12mo, original boards, uncut. Edinburgh, 1818. \$560.

Shaw (George Bernard). "Cashel Byron's Profession," 8vo, original wrappers, in case. London, 1886. "Foxed and back repaired." \$230.

Stephens (James). "The Crock of Gold," 12mo, cloth. London, 1912. Autographed by the author. \$140.

Sterne (Laurence). "A Sentimental Journey through France and Italy," 2 vols., small 8vo, mottled calf. London, 1768. \$375.

Stevenson (Robert Louis). "The Pentland Rising," 16mo, original wrappers. London, 1866. Author's first book. \$875.

Stevenson. "New Arabian Nights," 2 vols., 12mo, cloth, uncut. London, 1882. \$700.

Stevenson. "Treasure Island," 12mo, cloth. London, 1883. "Shaken in covers." \$275.

There is ample evidence that collectors are more careful in their examinations and appraisals than they were three or four years ago. Some speculators are not as much interested in "the game of book collecting" as they were then. But genuinely rare and desirable first editions—books that appeal to the intelligent discriminating collector—are bringing good prices, and occasionally making new high records. Most of the Ulizio modern first editions were not rare, and many of those that were rare, were not in the right condi-

tion. It is instructive to study the prices at this sale, but the lesson which they teach is a wholesome one. On the whole, the prices were quite as high as any one had a right to expect.

A MERICANA, comprising books, pamphlets and broadsides, an extraordinary collection of historical material, was sold by Charles F. Heartman, at Metuchen, N. J., February 7, 132 lots bringing a little over \$13,000. A few lots and the prices realized were the following: Broadside, A proclamation, given at our court, at St. James, the seventh day of October, 1763, appointing separate governments for Quebec, East Florida, West Florida, and Grenada, large folio. London, 1763, \$275; Broadside by the King, a proclamation for apprehension of Edward Whalley and William Coffe, 1 pp. folio, September 20, 1660, printed in London, 1660, \$353.50; Sermons preached before the trustees for establishing the Colony of Georgia in America, and the associates of the late Dr. Bray, at their anniversary meetings, 1735-

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1750, 15 items, 4to, London, 1736-50, \$275; Autograph manuscript signed twice, of the minutes of the board of directors of the University of Virginia, held April 3 and 4, 1826, in the handwriting of Thomas Jefferson, 6 pp., 4to, \$610; Thomas Mante's "The History of the Late War in North America," etc., with 18 folding maps, 4to, morocco, London, 1772, \$440; Increase Mather's "The Mystery of Israel's Salvation Explained and Applied," etc., small 8vo, original sheep, London, 1669, first edition, \$510; and Philip Pittman's "The Present State of the European Settlements on the Mississippi; with a Geographical Description of that River," maps and plans, 4to, calf, London, 1770, \$230.

A LARGE copper plate on which prior to the year 1819, four eminent engravers engrossed George Washington's "Farewell Address" and artistic decorations and vignettes designed by Thomas Sully, the distinguished artist who painted "Washington Crossing the Delaware," has been discovered and acquired by Henry Woodhouse, president of the Aerial League of America, who discovered the plate while searching for the original of the first air passport, issued by George Washington to J. P. Blanchard on January 9, 1793, when the latter made the first balloon flight on the Western Hemisphere. The historic plate, which is now at the offices of Mr. Woodhouse, 280 Madison Avenue, is 38 inches high by 28 inches wide, and represents the work of four artists whose names are engraved on the plate, who must have spent several years in its execution. Washington's "Farewell Address" is engraved under an artistic decorative heading. The address containing 6,000 words, is engraved in clear script in two columns of 114 lines each, the lines having from 25 to 30 words each. Washington's characteristic signature is engraved at the end of the address, with the date when it was made public, September 19, 1796. The artistic allegorical vignette in the center of the bottom of the plate, drawn by Thomas Sully, is 6 by 5 inches, and shows the figures of Union and Peace, with the American flag and the emblems and symbols of peace, union, agriculture, art, science, literature, engineering and other

factors emphasized by Washington in the address. The names of the four engravers are signed to this monumental engraving: Gideon Fairman, B. H. Rand, Charles Toppen, and Charles H. Parker. Unless writings are discovered to disclose the information, it may never be known who had the honor of starting to engrave the huge plate. But the fact that Parker died in 1819 is evidence enough that he finished his share prior to that date. Mr. Woodhouse says that an inquiry to collectors brought the information that prints from the plates are rare and valuable, the last copy sold at the Anderson Galleries bringing \$3,100.

A COLLECTION of Lincolniana of great interest and charm is that of the late Dr. William E. Barton, author of many books about Lincoln, in the Wigwam, a house especially built for it, on his estate at Foxboro, Massachusetts. The "museum," as he liked to call it, and to which he was always glad to welcome visitors, contains one of the most comprehensive collections of Lincolniana in the world. The walls are lined with bookshelves, all filled with books relating to Lincoln and his times. Many of the pamphlets and books are unique, and more are excessively rare. Here are eighty volumes of Lincoln's own law library, a copy of Webster's "Dictionary" which Lincoln used for years, hundreds of sermons, some in manuscript and others printed, that were preached at the time of the President's assassination. All of the biographies of Lincoln, in English and other languages, are here, and practically all standard books relating to Lincoln and the epoch which he represented.

SELECTIONS from the library of Stuart W. Jackson, of Montclair, N. J., comprising 287 lots, including first editions of American and English authors, was sold by the Newark Galleries, Inc., of Newark, N. J., on February 19. The rarer lots included Bret Harte's "The Luck of Roaring Camp," 1870; Irving's "History of New York," 2 vols., 1809; Mrs. Jackson's "Ramona," 1884; Riley's "The Old Swimmin'-hole," 1883; Tarkington's "Monsieur Beaucaire," 1900; Thoreau's "Walden," 1854; Whittier's "Snow-

bound," first, second, third and fourth issues, 1866-67; and Wister's "The Virginian," 1902.

ON FEBRUARY 19 the Chicago Book & Art Auctions, Inc., held its fourth sale this season, comprising Americana, first editions, fine bindings and autograph letters, also the H. G. Wells collection formed by the late Fred A. Chappell formerly associate editor of the *Chicago Daily News*. Among the authors represented by first editions of their works more or less important were Irving, Hawthorne, Kipling, Poe, Shaw, Swinburne, Thoreau, and Symonds.

COLUMBIA UNIVERSITY PRESS published Margaret Bingham Stillwell's "Incunabula and Americana" 1450-1800 (\$12.50) on February 1, 1931. The book is divided into three parts: Incunabula and its study; Americana (1492-1700); and a reference section that provides definitions, foreign bibliographical terms and their equivalents, Latin place-names employed in early books, tables of abbreviations, and lists of selected reference works of bibliographical importance, the latter containing twelve hundred odd numbered titles. Quarto; red buckram; gold stamping; gilt top. Miss Stillwell is Librarian of the Annmary Brown Memorial at Providence, Rhode Island.

Auction Calendar

Thursday afternoon and evening, February 26, at 2:30 and 7 o'clock. Valuable library of a prominent Philadelphian containing library sets, first editions, extra illustrated books, illustrated books of travel, miscellaneous fine items. (No. 1451; Items 403.) Stan V. Henkels, 110 Sansom St., Philadelphia, Pa.

Thursday and Friday evenings, February 26 and 27, at 8:15. Selections from the libraries of John P. Kane and a New Jersey collector. (Items 355.) American Art Association, Anderson Galleries, Inc., 30 East 57th St., New York City.

Tuesday afternoon, March 10th, at 2:15. The American portion of the historical library of Victor Morin of Montreal. (Items 337.) American Art Association, Anderson Galleries, Inc., 30 East 57th St., New York City.

Catalogs Received

Architektur, ornamentstichwerke Feierlichkeiten. (No. 610; Items 608.) Karl W. Hiersemann, Königstrasse 29, Leipzig, Germany.

Autograph letters and manuscripts. (No. 225.) James F. Drake, Inc., 14 West 40th St., New York City.

Books, old and new. (No. 5.) R. Malcolm Sills, Chappaqua, N. Y.

Books on Persian painting. Maggs Bros., 34 and 35 Conduit Street, London, W.1, England.

Chiefly first editions. (No. 6.) Gilbert Jamieson, 63 Beatrice Street, Bootle, Liverpool, England.

Dickens, first editions of his works, autograph letters by himself and his circle; original drawings to Thackeray; first editions of Fielding, Goldsmith, Gray, Johnson, Sterne, Swift, etc. (No. 822.) Henry Sotheran, Ltd., 43 Piccadilly, London, W.1, England.

Drama and music, new, old and out-of-print. Argosy Book Stores, Inc., 45 Fourth Avenue, New York City.

Early medical books, including medical chemistry, pharmacology, herbals, dietetics, hygiene, balneology, veterinary science, etc. (No. 63.) J. Hälle, Ottostrasse 3a, Munich, Germany.

Early printed books mainly scientific. (Cat. B.) The Salamander Book Shop, Ltd., 16 Silver St., London, W.C.1, England.

Eighteenth Century verse. (No. 102; Part 2, Johnson-Scott.) P. J. & A. E. Dobell, 8, Bruton St., New Bond St., London, W.1, England.

Fiction and miscellaneous books. H. R. Hunting Co., Springfield, Mass.

First editions. Gregory Mazer, 1353 North Clark St., Chicago, Ill.

First editions, autograph letters and miscellanea. (No. 102.) Chas. J. Sawyer, Ltd., 12 and 13 Grafton St., New Bond St., London, W.1, England.

Germanistik sprache und literatur der Germanischen Völker. (No. 357; Items 3214.) Alfred Lorentz, Kurprinzstrasse 10, Leipzig, Germany.

Illuminated and other manuscripts, incunabula and early printed books. (No. 277.) Myers & Co., 102 New Bond St., London, W.1, England.

Incunabula, woodcut books, fine bindings, Judaica and Hebraica, geography, Americana. (No. 233; Items 137.) Tilhofer & Ranschburg, Bognergasse 2, Vienna, Austria.

Interesting second-hand books. (No. 2.) F. L. Alloway, The Bookshop, 48 High St., Rochester, Kent, England.

Modern first editions, American and English. (No. 134.) Walter M. Hill, 25 East Washington St., Chicago, Ill.

Monuments of German culture and scholarship. Hans Hartinger, Nauynstrasse 42, Berlin, Germany.

Music, theoretical and practical music. (No. 769.) Joseph Baer & Co., Hochstrasse 6, Frankfurt, Germany.

Musiker biographien. (No. 222; Items 2167.) Leo Liepmannsohn, Bernburger Strasse 14, Berlin S. W. 11, Germany.

New and second-hand books on the languages, literature, people, history and geography of the Far East. (No. 33; Items 2197.) Luzac & Co., 46 Great Russell St., London, W. C. 1, England.

Old, miscellaneous and modern first editions. (No. 27.) Arthur Rogers, 4 Queen's Square, Newcastle-on-Tyne, England.

Orientalia. (No. 534; Items 1006.) Francis Edwards, Ltd., 83 High St., Marylebone, W.1, England.

Poetical items. (Items 19.) Robert W. Lull, 1 Chapel St., Newburyport, Mass.

Rare and scarce books, etc., relating to America and including the Columbian magazine, Lincoln, Revolution, Travels, Voyages, Washington, etc. (No. 69.) J. E. Spannuth, 521 Harrison St., Pottsville, Penna.

Rare and valuable books on Africa, Americana, Bibles and theology, bibliography, etc. (No. 442; Items 1235.) Bernard Quaritch, Ltd., 11 Grafton St., New Bond St., London, W.1, England.

Rare Books. (No. 29.) The Charles T. Powner Co., 621 Plymouth Court, Chicago, Ill.

Rare Books. (W. & G. Foyle, Ltd., 119-125 Charing Cross Road, London, W.C.2, England.

Scarce and rare juveniles. Robert W. Lull, 1 Chapel Street, Newburyport, Mass.

Voyages and travels, principally relating to North and South America. Henry Stevens, Son & Stiles, 39 Great Russell Street, London, W.C.1, England.

Good Second-Hand Condition

John T. Winterich

NO phrase in the dictionary of bookdom has to be stretched to cover such a multitude of publishing conditions as "privately printed." No brief definition can quite cover all the connotations of the term. Does "privately printed" mean simply printed at the author's expense? Obviously not, for in that case the original "Leaves of Grass" would clearly be a privately printed book—an idea which Whitman himself would have indignantly and properly repudiated. Fitzgerald's "Rubáiyát" would also be barred, since copies were offered for sale (at the preposterous figure of five shillings), not to enrich the translator, but rather to palliate the gratification of a mild and innocent vanity by lending the enterprise the air of a commercial transaction. Somewhere between these two would come Stephen Crane's "Maggie" of 1893, for the distribution of which an imposing piece of sales machinery was set in motion—fruitlessly, as it turned out. The legal business of intent certainly enters into the problem. If an author prints a book at his own expense with intent to sell, or, better, attempts to carry out that intention, then, though no single copy ever actually changes hands for value received, the book is assuredly not "privately printed."

Moreover, a book may be "privately printed" without the author's involvement or even his knowledge. Bibliographical history can record numerous examples of admiring relatives who sponsored and paid for the publication of juvenile productions which have since moved up into the platinum classification of rarities. Usually the admiring relative is the father—everyone is familiar with the names, if not the contents, of Kipling's "Schoolboy Lyrics" (Lahore, 1881), "printed for private circulation only," as the title-page bears witness, and Stevenson's "The Pentland Rising" (Edinburgh, 1866), which was definitely offered for sale, though the elder Stevenson took up most of the edition. In at least one familiar instance the sponsor

was a grandfather, and the book, Dante Gabriel Rossetti's "Sir Hugh the Heron," issued when he was fifteen years old, bore the imprint of the sponsor's own private press.

"Schoolboy Lyrics" and "Sir Hugh the Heron" must fall within the narrowest definition of "privately printed." But a book can be issued at private expense and not for sale and still be quite otherwise than "privately printed." A pamphlet put out in large quantities by an individual or an organization for widespread free distribution—usually for propaganda or advertising purposes—hardly comes within the definition. Take Mark Twain's "To the Person Sitting in Darkness," reprinted from the *North American Review* for February, 1901, as a sixteen-page pamphlet by the Anti-Imperialist League, according to Merle Johnson, asserted that 125,000 copies were distributed, but in spite of this lavishness, the fragility of the pamphlet has brought it to the point of excessive rarity. Take Kipling's "The Absent-Minded Beggar" in the earliest of its many forms (Livingston 218), a four-page leaflet "probably issued for recruiting purposes by *The Daily Mail*," or Galsworthy's "Horses in Mines," or Shaw's early Fabian tracts. Take "Lindbergh's Own Story of His New York-Paris Flight," issued by *The New York Times* in a flimsy twenty-four-page pamphlet containing his dispatches of May 22 and 23, 1927, and distributed far and wide at least a month in advance of the publication of "We"—so far and so wide that the collector of aeronautica will have a difficult time retrieving a copy today.

The situation becomes somewhat more complicated, however, when the free distribution is limited to a definite and relatively small group—the author's friends, the members of a club, a church congregation, a theater audience. A. Edward Newton's Christmas booklets are excellent examples of clear-cut "privately printed" collector's items. But what of Emerson's first separate

publication, "Letter from the Rev. R. W. Emerson, to the Second Church and Society" (Boston, 1832)—a document of overwhelming importance in the perspective of history, but of surpassing significance in 1832 to only a small segment of humanity? What of "Songs of the Class of MDCCXXIX" (Boston, 1854), issued for their twenty-fifth reunion and "printed for the use of the Class only," wherein three of the five poems were the work of Oliver Wendell Holmes?

It is an axiom of bibliography that every book is a law unto itself. What constitutes "private printing" for one item may not by any means be "private printing" for another item that seems superficially to fulfill all the requirements. "Privately printed," unfortunately, is a phrase of such glamorous potentialities that it is a temptation to overwork it. Just as there are "suppressed" books which were never suppressed save by over-enthusiastic catalogers, just as there are supposititious "points" in "first issues" that endure merrily on into sixth and seventh editions, so are there "privately printed" books which are no more privately printed than a New York Central time-table or a two-cent stamp. A safe rule to follow is to use the term only when it has an impressive bulk of bibliographies, collecting and bookselling prestige behind it—and even then to apply a personal modicum of additional common-sense.

MENTION of the Newton Christmas booklets recalls the fact that the latest of these, "The Christmas Spirit," contains a list of all that have been issued. George H. Sargent's Newton bibliography, published three years ago, gave full collations

through 1926, but the Sargent bibliography, a Christmas surprise for A. E. N., was put out in a limited edition of 110 copies, and is rarely available to either collector or bookseller. The new list shows that the booklets have been issued every year since 1907—a total of twenty-four highly elusive ephemera, one or two of them probably rare to the point of unattainability. The list, as given in "A Christmas Spirit," follows:

- 1907—Whitman Calendar.
- 1908—Johnson Calendar.
- 1909—A Johnson Book-Plate.
- 1910—Conversation Cards.
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data in the McCutcheon catalog, but in almost every other instance (and the two catalogs embrace fourteen authors who are likely to be collected until the end of time) the Wakeman and McCutcheon catalogs are of far more practical value than the existing bibliographies on which they were based. The original Wakeman catalog quickly went out of print and was soon selling at an impressive figure not as a collector's item but as a useful manual—and this when only the first faint rumblings of the awakening interest in American authors were being heard. That the Wakeman figures in particular seem ridiculous today is obviously not the fault of the catalog or of the reprint.

THE Walden Book Shop of 546 North Michigan Avenue, Chicago, has recently issued an interesting leaflet, "Bibliographical Notes on Ernest Hemingway," which is itself an authentic Hemingway first edition. It quotes a letter from Hemingway, written in the spring of 1927, listing his books to that date with the sizes of the editions as he remembers them. "The Torrents of Spring," he declares, was brought out in an "unrestrained edition," and "The Sun Also Rises" appeared subsequently "with, I believe, an attempt made to print and sell as many as possible." Regarding the early Paris books Hemingway is more specific.

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Forthcoming Issues

❖ ❖ ❖ The leading article in next week's issue will be by Marion Dodd of the Hampshire Bookshop on "Poetry That Sells." ❖ ❖ ❖

❖ ❖ ❖ We published in the Annual Summary Number, January 24th, the tentative figures, released by the Department of Commerce, giving the number of copies of books and pamphlets published in 1929. The corrected figures are now being sent out by the Department of Commerce and will be printed in the next issue of the *Publishers' Weekly*. ❖ ❖ ❖

❖ ❖ ❖ In the Bookmaking Supplement to the March 7th issue, we shall carry an article about Elmer Adler and his work by Paul Johnston, author of "Biblio Typographia"; in the same issue Meiric Dutton will begin a series of three articles on Paper, the three

articles to cover—Materials, Manufacture, and Use. ❖ ❖ ❖

❖ ❖ ❖ The March 14th issue of the *Publishers' Weekly* will be the Spring Announcement Number. ❖ ❖ ❖

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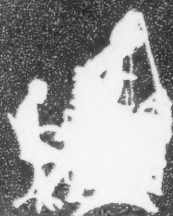
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